

ICE CREAM FIELD



March 1952

In this issue:

Part III—Get Your Plant in Order
Olympic Concern Adds Novelty Line
Cigar Store Sells MORE Ice Cream
Better Executive On "Insulated Bags"

PLEASE ROUTE TO	Owner	Pres. Mgr.	Sls. Mgr.	Adm. Mgr.	Library

Ready...Right Now!



**SUTHERLAND
CARTONS
for
LOW-FAT
DAIRY
DESSERTS**



For producers with facilities to serve the public taste for low-fat dairy desserts, Sutherland offers a complete range of cartons . . . half-gallon, quart, fifth-gallon, and pint sizes. Sutherland design service can integrate them with your present package family. Write for samples and prices.

FOLDING, PARAFFINED, AND LAMINATED CARTONS
BAKERY PACKAGES - PREPACKAGING BOARDS AND TRAYS



LIQUID-TIGHT CONTAINERS - FOOD TRAYS - PAPERWARE
EGG CARTONS - PLATES - PAILS - HANDI-HANDLE CUPS

What Size do you need?

SAVAGE makes 'em all...

No matter what capacities you need—what type cabinets you want—you'll find just what you're looking for in the extensive Savage line.

Savage Ice Cream Cabinets and Merchandising Cabinets are well known for their efficient operation. Refrigerated partitions between compartments maintain even temperatures throughout the cabinets. All Savage models are of steel construction—no wood to warp or rot. And every cabinet is tested three times under air pressure to assure an absolutely air-proof, moisture-proof seal.

For more than 25 years Savage has been a leading manufacturer of low-temperature equipment. This background of experience is your guarantee of many years of dependable, economical performance. Savage Arms Corporation, Refrigeration Division, Utica 1, New York.

AND 3 FINE MERCHANDISING CABINETS



Savage "GF"



Savage M-L



Savage M-9

SAVAGE

**ICE CREAM CABINETS
and Merchandising Cabinets**

FACTORY REPRESENTATIVES

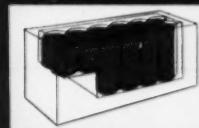
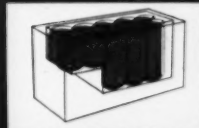
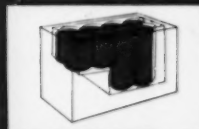
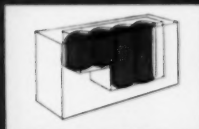
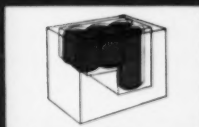
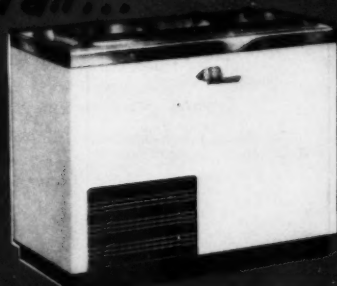
in the following cities:

NEW YORK	ATLANTA	CHICAGO
PITTSBURGH	ST. LOUIS	CHICOPEE FALLS, MASS.
DETROIT	DALLAS, TEX.	SAN FRANCISCO

from the

little

3-hole single



to the

giant

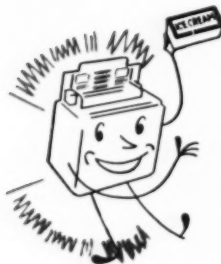
12-hole double



ALSO 4 REMOTES

4-hole double
6-hole double
8-hole double
10-hole double

Kelvinator Show



Show and



Sell



Big in Capacity . . . and Sales-Power!

Kelvinator Model KM-12—holds approx. 470 pint packages. Small investment—big return—any store! Length: 54". Width: 30 1/2". Height: 53 1/2". Approx. Shipping Weight: 499 lbs. Plan to place several KM-12's along your routes!



See how Kelvinator has planned a cabinet for *every* stop . . . *every* location . . . *every* situation! Write today for your copy of Kelvinator's new Ice Cream Merchandise Catalog, showing a full line to meet your every need. KELVINATOR, Dept. IF-3, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.

Get more . . . get

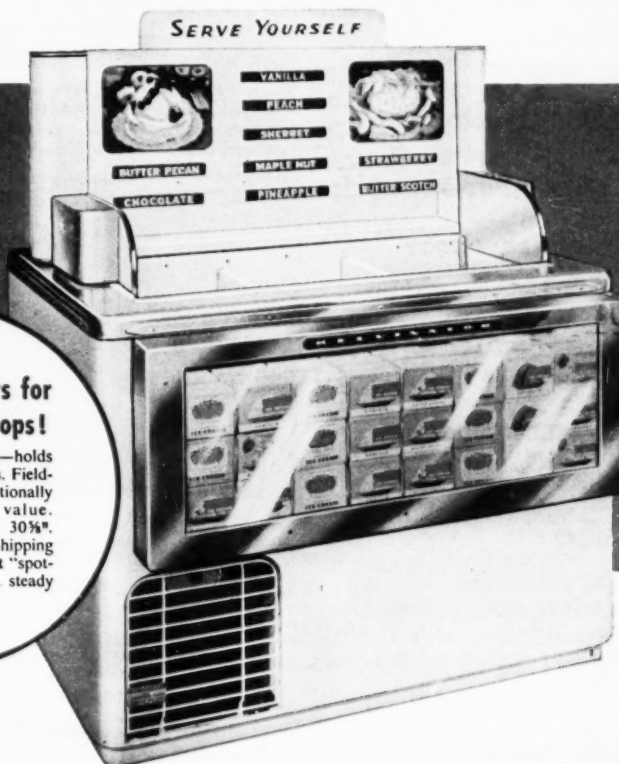
case Front Merchandisers...

and



Save as well!

- ★ **Lower Initial Cost**—all the benefits of glass front cabinets at a fraction of the additional glass front cost!
- ★ **Lower Operating Cost**—because front of cabinet is fully insulated!
- ★ A Kelvinator exclusive, the showcase front brilliantly displays *your own* ice cream (empty) cartons!
- ★ Reflecting back panel of showcase front gives "see through" illusion of looking directly into the cabinet!
- ★ Clear visibility *at all times*—No Fogging—No Frosting of Glass! Better lighting! More orderly display.
- ★ Showcase front is optional... order cabinets *with or without* front... or order fronts separately, as accessory!



Brand-new Profits for Big and Small Stops!

Kelvinator Model KM-9—holds approx. 360 pint packages. Field-sales tested, proved exceptionally high in impulse-sales value. Length: 42½". Width: 30½". Height: 53½". Approx. Shipping Weight: 454 lbs. Excellent "spot-special" for big stores... steady earner for small ones.

Kelvinator

THE BEST KNOWN NAME ON
MODERN ICE CREAM CABINETS

ICE CREAM FIELD, March 1952

KING SHARP FREEZE SYSTEMS

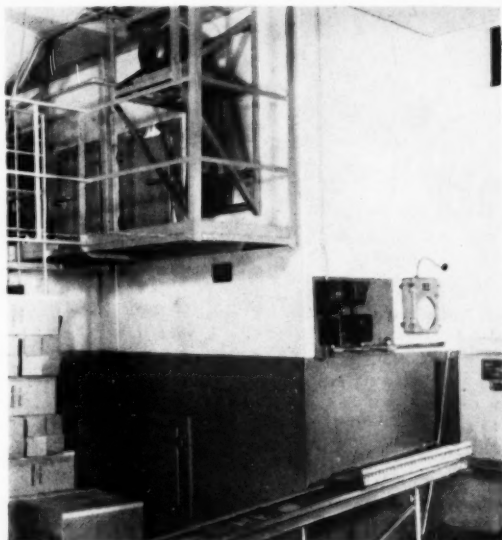
A NEW KING INSTALLATION

Another plant added to over 400 of the nation's finest ice cream plants which have the capacity to harden well over a million gallons a day.

King Systems give you:

- FREEZER QUALITY RETENTION
- INCREASED HARDENING ROOM CAPACITY
- QUICKER HARDENING
- ALLOWS RAPID TURNOVER OF INVENTORY
- NO DEFROSTING SHUT-DOWNS
- SIMPLIFIED AND LOW COST HANDLING IN HARDENING ROOM
- FROST FREE ROOMS WITH CLEAN MERCHANDISE
- ENGINEERED DISTRIBUTION OF COLD AIR
- UNIFORM TEMPERATURE AND AIR MOVEMENT

No rebuilding to install a King System in your plant: each installation individually designed and engineered to meet your specific requirements . . .



Efficient performance is achieved by two 7½ ton blower units with ducts and anemostats. Located in separate room, they are defrosted every two weeks, requiring only one half hour shutdown of each unit every other week.



New Hardening room of French-Bauer Ice Cream Plant, Cincinnati, Ohio, where Hardening room capacity has been increased 35% with King Sharp Freeze Systems.

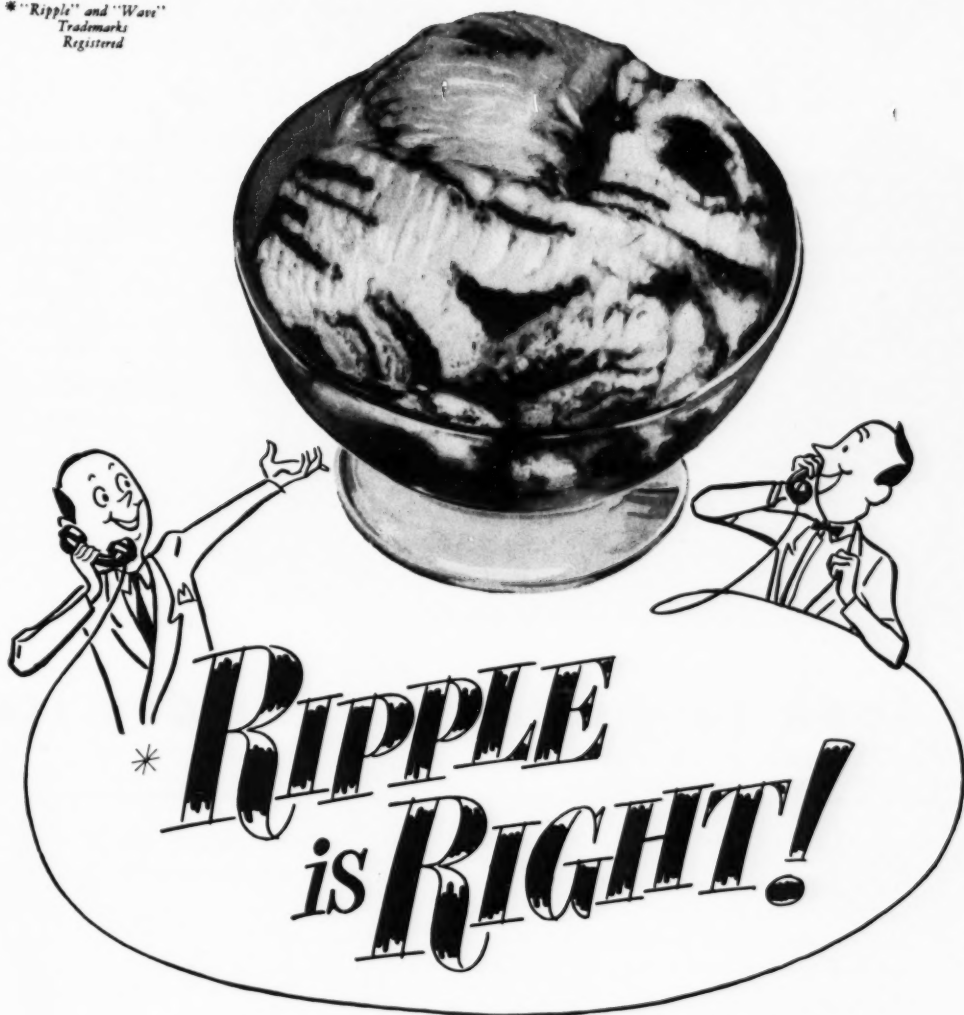
WRITE TODAY —
*for further information—our
engineering staff is at your
service*

The King Co. of Owatonna

902 NO. CEDAR STREET • OWATONNA, MINNESOTA

Engineers and Manufacturers of
**SHARP FREEZE,
COOLING, VENTILATING
HEATING AND DRYING
SYSTEMS**

*"Ripple" and "Wave"
Trademarks
Registered



Do you want the industry's surest way to build ice cream sales? Then cash in on the "right" way by featuring Ripple Ice Creams, the same as hundreds of manufacturers all over the country are doing. Simply blend your own vanilla ice cream with ready-to-use Genuine Ripple Sauces.

Eleven wonderful flavors — that blend right, melt right, freeze right, look right, taste right, and *sell* right. They have to be right — made by Balch, specialists since the first Ripple Ice Creams for over a decade. Write for details and prices . . . and for free advertising helps.

TECHNICAL HELP — Our trained specialists can help you in your plant . . . will be glad to show you how simple it is to use Ripple sauces three ways: for tart toppings, Sundae cups and pies; for flavoring ice creams; and for Ripple ice creams. Write us.

BALCH FLAVOR COMPANY

ADAMS & FULTON STREETS, PITTSBURGH 33, PA.

WEST COAST: Fred Cohig, 1855 Industrial, Los Angeles, Calif.
CANADA: R. J. Campbell Co., No. 2 Dennison Road, Weston, (Toronto)



look to Mathieson for dry ice

From Philadelphia and 16 other key cities throughout the Eastern and Southern States, Mathieson Dry Ice serves the ice cream, beverage and other food industries.

Mathieson Dry Ice warehouses are equipped and staffed to give you dependable delivery service. Call your nearest Mathieson warehouse today for quality Dry Ice, plus swift delivery and friendly, helpful service. Mathieson Chemical Corporation, Baltimore 3, Maryland.

Mathieson
CHEMICALS

MATHIESON DRY ICE WAREHOUSES

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Jacksonville, Fla.
Knoxville, Tenn.
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Nashville, Tenn.
New Orleans, La.
New York, N. Y.
Norfolk, Va.
Philadelphia, Pa.
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SERVING INDUSTRY, AGRICULTURE AND PUBLIC HEALTH

START 52 PONCHO!

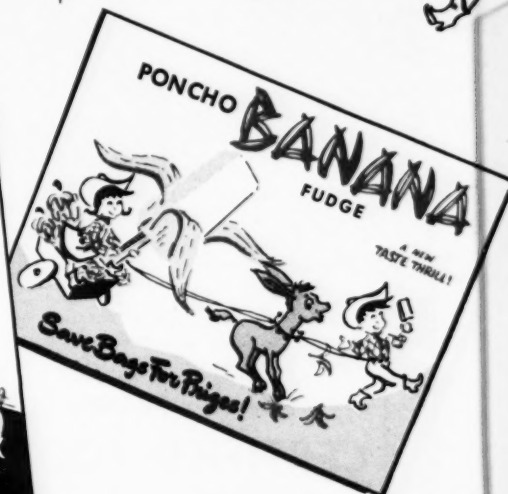
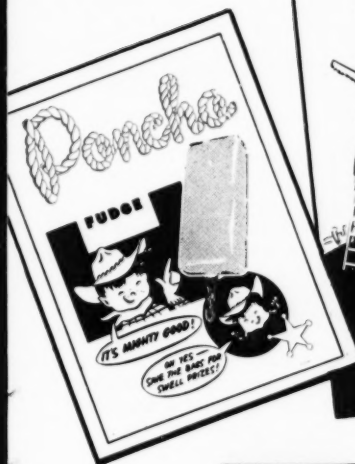
Most delicious fudges, ANYWHERE, ANYTIME—
made with pure ingredients

THE WHOLE COUNTRY'S TALKING ABOUT *Extrax*

COMPLETE confection program
EXCLUSIVE sales building products
POWERFUL, colorful merchandising

Extrax GIVES YOU EVERYTHING
the year 'round!

All this with No Tie Ups
and No Royalties



Complete Line of
Frozen Novelty
Equipment
Fully Automatic
Semi Automatic

MOLDS
BRINE TANKS
BAGGERS
DIPPING TANKS
FREEZERS
CHILL TUNNELS
STICK HOLDERS
MOLD FILERS
STICK LOADERS
DEFROSTER

Special!!

We will gladly rush 10 unit
orders of our Poncho Fudges
for your quick taste and sales
tests.

Units include: Bags, Sticks,
Instantly Soluble Stabilizers,
Fudge Powder and plenty of
advertising. Units will be con-
sidered 3 oz. unless other-
wise indicated.

EXTRAX CO.
360 FURMAN ST.
BROOKLYN 2, N. Y.

Please rush 10 units each of:

- ☐ PONCHO CHOCOLATE
☐ PONCHO COCONUT
☐ PONCHO BANANA
☐ SEND EXTRA SUPPLY OF YOUR NEW
MULTI-COLORED FREE PRIZE BOOK

Name _____

Company _____

Address _____

cut out and use this handy
form or WIRE ORDERS COLLECT



"POW-WOW" • "PINTO" • "TENDERFOOT TWINS" • "PONCHO" • "BILLY BARKER BARKING"

Write, Wire or Phone Today for all Details!

Extrax Co. 360 Furman Street, Brooklyn, N. Y.

Short Courses

MARCH 9-20—University of Georgia, Athens, Georgia; Ice Cream Short Course. Information available from H. B. Henderson, chairman of the college's Dairy Division.

MARCH 10-14—State College of Washington, Pullman, Washington; 21st annual Institute of Dairying. Information available from Professor H. A. Bendixen of the school's Department of Dairy Husbandry.

MARCH 12-13—Agricultural and Mechanical College of Texas, College Station, Texas; annual Dairy Manufacturers Conference, primarily for plant personnel. Additional information available from Professor A. V. Moore of the school's Department of Dairy Husbandry.

MARCH 21—Utah State Agricultural College, Logan, Utah; annual banquet marking conclusion of ice cream short course. Information available from Professor A. J. Morris, of the school's Department of Dairy Industry.

MARCH 25—Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa; Dairy Industry Day. Information available from Professor C. A. Iverson of the school's Department of Dairy Husbandry.

MARCH 25—Purdue University, Lafayette, Indiana; Dairy Fieldmen's Conference. Information available from V. C. Manhart, Smith Hall, at the school.

MARCH 26-27—University of Wisconsin, Madison, Wisconsin; annual Dairy Manufacturers Conference. Information available from Professor R. C. Jackson of the school's Dairy Manufacturing Department.

APRIL 1-2—University of Illinois, Champaign, Illinois; Plant Sanitation Conference. Information available from R. K. Newton, the school's supervisor of conferences.

APRIL 24—Purdue University, Lafayette, Indiana; Ice Cream Institute. Information available from Professor H. W. Gregory of the school's Department of Dairy Husbandry.

MAY 6-7—University of Illinois, Champaign, Illinois; High Temperature, Short Time Pasteurization Conference. Details available from R. K. Newton, the school's supervisor of conferences.

Better Coloring
with

BETTER
COLORS



Parakeet

TRADE MARK

BRAND OF
CERTIFIED FOOD COLORS

Your finished product deserves the finest. Secure maximum sales and eye appeal by using Sterwin's Parakeet Certified Food Colors.

These pure food colors are manufactured by Sterling's Hilton-Davis Chemical Co., leaders in the color field for 25 years. Their experience and know-how guarantee the production of top quality certified food colors.

WRITE TODAY for new booklet
giving information on Sterwin's
complete line of Food Colors.



Sterwin Chemicals, Inc.

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445 Lake Shore Drive, Chicago 11, Ill.
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WORLD'S LARGEST SUPPLIERS OF VANILLIN



make
the
most
of the

Popsicle®

Coast-to-Coast '52 OUTDOOR CAMPAIGN



Capitalize on these 595 Million new
Billboard exposures supplementing the
gigantic "POPSICLE" promotion program in...

- Color Comics of leading U. S. Sunday Newspapers
- 30 Million Comic Magazines
- 20 Million Giant Gift Lists
- Millions and Millions of Point-of-Sale Pieces

If you haven't heard the whole dramatic
story, contact your "JO-LO" representative
today for complete details of this truly
mammoth sales-getting drive...

all brought to your market by

POPSICLE® FUDGSICLE®
CREAMSICLE® DREAMSICLE®
ICE CREAM®
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JOE LOWE CORPORATION

601 WEST 26th STREET • NEW YORK 1, NEW YORK

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CHICAGO, ILL.

2744 EAST 11TH ST.
LOS ANGELES, CALIF.

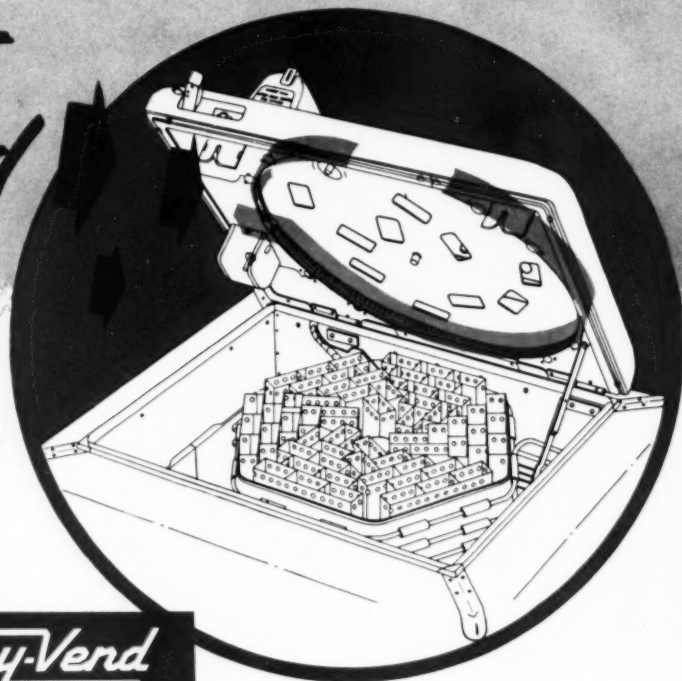
100 STERLING ROAD
TORONTO, ONTARIO, CANADA

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ICE CREAM FIELD, March 1952

Frost Shield

**NEW
1952
FEATURE!**



Vendo

Dairy-Vend
TRADE-MARK

Current models of the Dairy-Vend ice cream vender carry the new "frost shield" around the revolving disc. This feature, a Vendo research development, reduces frost accumulation to an efficient minimum.

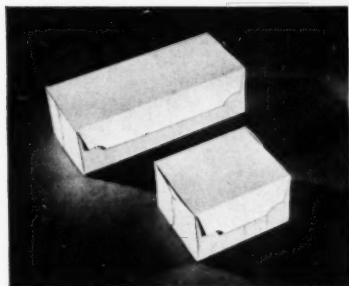
The 1952 production of Vendo Dairy-Vends includes other improved features . . . all the more reason why Dairy-Vend ice cream venders will again lead the field in 1952!

THE VENDO COMPANY

7400 EAST 12TH STREET • KANSAS CITY 3, MISSOURI

WORLD'S LARGEST MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT

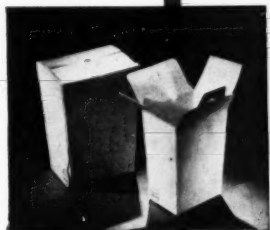
Bloomer Linerless



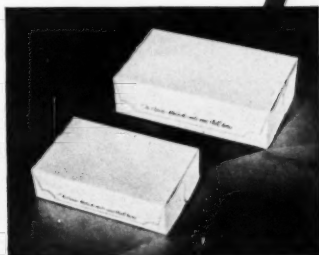
Bloomer Spede-Pac



Bloomer Peel Pail



Bloomer Tra-Pac



Pints with Points

Each of the four Bloomer pint packages is designed for customer appeal, of course; but nothing is ever permitted to interfere with top performance in automatic machines. That should be a big point with you.

For years, Bloomer research has concentrated on smoothness of packaging operations in freezer plants.

The board stock, die-cutting, forming, gluing—even the waxing . . . all are carefully planned and constantly controlled to give you packages that work perfectly on all properly adjusted machines.

If that seems a big claim, we'll be happy to prove it.

**BLOOMER
BROS. COMPANY
NEWARK
NEW YORK**

Quality Packaging

ACCLAIMED

FOOTE & JENKS
JACKSON, MICHIGAN

Big Case for a Big Stop!

Ice cream sales are rapidly switching from Drug and Specialty stores to Supermarkets. The new HILL 90XIC has been created to meet this trend. It gives supermarket operators

just what they want; mass display in a big, beautiful case, the economies of self-service, and a case designed for continuous uninterrupted line-ups of any length.



No snow
to scrape!

No manual
defrosting!

No cold plates
wasting space!

The Hill 90XIC is a great
merchandiser that holds more - shows more
- **sells more ice cream!**

Interested?

C.V. Hill & Co., Inc.
TRENTON, N. J.





© KAGHAN

**ADD HOWDY AND HIS READY-MADE
MARKET TO YOUR SALES STAFF!**

PLUS—

- ★ Finest ingredients, guaranteed satisfaction
- ★ Exclusive "HOWDY DOODY" prizes for kids
- ★ Free newspaper mats, colorful window streamers, decals, etc.
- ★ Consumer-tested packaging designs
- ★ A no royalty offer:

PLUS—

TREMENDOUS CONSUMER CONTACT

- Television
- Radio
 - Newspaper Comic Strips
 - Comic Books
 - RCA Victor Recordings

TO CASH IN WITH HOWDY,
WRITE, WIRE OR CALL...

AMERICANA ENTERPRISES CO., INC.

95 MADISON AVE. • NEW YORK 16, N. Y.

IT'S

HOWDY DOODY

TIME...

with a

FULL LINE of

frozen novelty SUPPLIES!



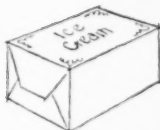
"FAVORITE OF MILLIONS"

OTHER HOWDY DOODY SUPPLIES

Ice Cream Cake Roll
Ice Cream 'N Cake Sandwich . . . Newly Weds Baking Co., Inc.
Ice Cream Cups American Paper Goods Co.
Ice Cream Pint Cartons (Bloomer Bros. Co.
Ice Cream Half Gallon Cartons) - - (Marathon Corp.
Packaged Take-Home Sugar Cones 5 G 5 Cone Corp.



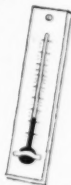
How to combat the effects of "heat shock" in ice cream



In the time that lapses between initial freezing and eventual serving, your ice cream is subjected again and again to fluctuations in temperature -- known as "heat shock." No matter what precautions are taken, "heat shock" occurs in varying degrees from the time the ice cream is frozen until it reaches the consumer at the fountain or in the home.

COARSE TEXTURE A RESULT

Whenever ice cream temperature goes up and down -- creating "heat shock" -- a portion of its water content thaws and then refreezes. With every thaw and refreeze, the ice crystals and air cells tend to increase in size. This results in coarse texture ... because, as you know, there is a close correlation of smooth texture with small, uniform ice crystals and air cells.



STABILIZER CAN MINIMIZE "HEAT SHOCK" RESULTS

The stabilizer is of prime importance in protecting against the unfavorable effect of "heat shock" on the texture of the ice cream you produce. First, consider the fact that the water content of ice cream falls into three categories:



- (a) frozen ice crystals
- (b) unfrozen or "free water"
- (c) water "bound" by milk protein and stabilizer

The greater the proportion of moisture present as "bound water" in the stabilized mix, the less effect "heat shock" will have on ice cream texture. It is understood, of course, that this protection against "heat shock" reaction depends on the efficiency with which your stabilizer holds moisture over a wide temperature range (still producing an ice cream with proper body and melt-down).

COMPARE STABILIZERS

Protection against the harmful effects of "heat shock" is one of the most important

reasons for using a stabilizer. In view of these facts, it is obvious that particular care must be taken to select the right stabilizer ... the one that gives you most efficient control over the effects of "heat shock." Therefore, before you make your choice, it is wise to conduct comparative tests of the ice cream stabilizers that interest you--subjecting the frozen ice creams to severe "heat shock." This will quickly indicate which stabilizer best protects the smooth texture of your fine product.



HUNDREDS CHOOSE GELOX

Yes, successful ice cream makers the country over choose Gelox as their favorite stabilizer. After careful testing they have found that Gelox provides maximum protection against the unfavorable effects of "heat shock." The reason is simple. Gelox combines, in scientifically balanced ratio, the most efficient materials known for stabilizing moisture in the mix.



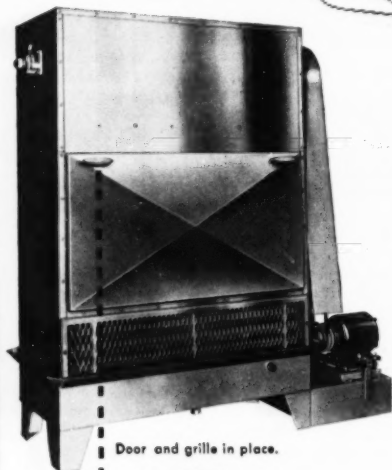
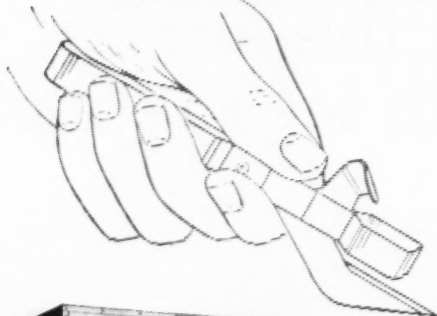
Order a trial shipment at the quantity price for a test in your own plant. If not satisfied, you may return the unused product for credit at our expense.

Swift & Company

Stabilizer Department
CHICAGO 9, ILLINOIS

Makers of Gelox, Vestirine, and
Vel-o-teen Ice Cream and Sherbet
Stabilizers and Velvatex food gelatin

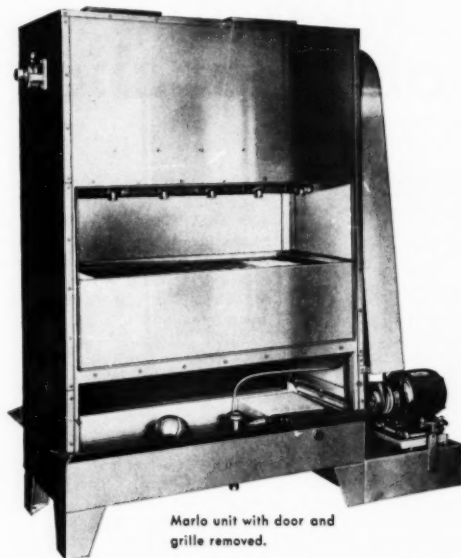
Accessible with handles... instead of a can opener



Door and grille in place.



Corrosion-proof solid bronze door type handles used on Marlo equipment.



Marlo unit with door and grille removed.

Efficiently Engineered Marlo Units

...For Easier Servicing—Conveniently placed doors with bronze handles give immediate access to all working parts of Marlo Cooling Towers and Evaporative Condensers. Two screws free the grille for cleaning sump tanks.

...For Better, Longer Service—Marlo Cooling Towers and Evaporative Condensers operate economically (with up to 95% water savings)... quickly—with no roar of fan blades... and their exclusive "Lektro-Tektor" sump tank unit guards against electrolytic corrosion... all design features by Marlo that mean more dependable, economical operation for your customers!

Write for information on the complete Marlo line.

MARLO • HEAT TRANSFER
Since 1922

Marlo COIL CO. • 6135 Manchester Rd. • St. Louis 10, Mo.

Coming Events

MARCH 17-19—Hotel Morrison, Chicago; thirteenth annual meeting of the American Dairy Association.

MARCH 18-20—Hotel Gearhart, Gearhart, Oregon; annual convention of the Northwest Association of Retail Ice Cream Manufacturers.

MARCH 19—Buffalo, New York; annual meeting of the Retail Ice Cream Manufacturers of New York State.

MARCH 24-25—University of Wisconsin, Madison, Wisconsin; meeting of the North Central Retail Group, sponsored by the Wisconsin Association of Retail Ice Cream Manufacturers.

MARCH 26—Hotel Fort Des Moines, Des Moines, Iowa; annual convention of the Iowa Association of Retail Ice Cream Manufacturers.

MARCH 26-28—The Greenbrier, White Sulphur Springs, West Virginia; annual meeting of the Refrigeration Equipment Manufacturers Association.

APRIL 1-2—Hotel Sheraton, Worcester, Massachusetts; annual meeting of the New England Association of Retail Ice Cream Manufacturers.

APRIL 1-3—Hotel Waldorf-Astoria, New York City; annual exhibit and symposium of the Point-of-Purchase Advertising Institute.

APRIL 23-24—Hotel Commodore Perry, Toledo, Ohio; annual mid-year conference of the National Association of Retail Ice Cream Manufacturers.

MAY 5-9—Navy Pier, Chicago; National Restaurant Show.

MAY 12-14—Pocono Manor, Penn-

sylvania; annual convention and outing of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware.

MAY 25-28—Hotel Edgewater Beach, Chicago; annual convention of the Flavoring Extract Manufacturers Association.

JUNE 11-13—Hotel Casablanca, Miami Beach, Florida; annual convention of the Florida Dairy Industry Association.

JUNE 24-26—University of California, Davis, California; annual meeting of the American Dairy Science Association.

SEPTEMBER 22-27—Navy Pier, Chicago; Dairy Industries Exposition.

SEPTEMBER 22-24—Chicago, Illinois; forty-eighth annual convention of the International Association of Ice Cream Manufacturers.

SEPTEMBER 25-27—Chicago, Illinois; annual convention of the National Association of Retail Ice Cream Manufacturers.



"succulent, fleshy, inflorescence"

As Webster defines it, that's Pineapple. As Limpert prepares it, it is Pineapple at its best—choice, selected fruit, in pure sugar syrup, quality superb and always uniform, assuring economy and customer satisfaction. Available in solid pack and in cubes (natural color, red or green). If you desire, we prepare a special fine cut pack for use without fruit-feeder.

Limpert's

PINEAPPLE
Flavor of the Month for April
FEATURE IT WITH THAT OTHER
TROPICAL DELIGHT—LIMPERT'S
COCONUT CUSTARD

LIMPERT BROTHERS, INC.
Fruits. Flavors. Extracts VINELAND, N. J.

*** FREE**

Full color advertising streamers with orders for Pineapple or Coconut Custard. Write or wire.

CONTENTS

ICE CREAM FIELD

VOL. 59

March

NO. 3



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Mighty mite

New Packette

You, too, can increase your ice cream sales with Marathon's Packette. Customers like this new individual pack. They can select any, or all, the flavors they like. Packettes are handy to store in any display cabinet or home refrigerator. And, like the standard pint Linerless, the Packette has the side opening flap for convenient, quick serving.

For increased gallonage, add
Packette to your line of

cartons. It will up over-all volume by giving you a third "salesman" in self-service stores. Marathon can help you with top-flight package design...with superb printing in 2, 3, or 4 colors. See your Marathon representative or write Marathon Corporation, Menasha, Wisconsin. 

Boosts sales

Marathon



packaging that sells food



MODEL GF16
With Shelf-Type
Superstructure

Either Type Superstructure
Optional on Both Models



MODEL GF12
With Picture-Type
Superstructure



Schaefer Ice Cream Cabinets, Clearview Merchandising-Display Cabinets,

2 Great Open Top Glass Fronts ...



**... to round out the greatest
Line of Ice Cream Cabinets
in the Industry with ...**

MORE FEATURES

MORE VISIBILITY

MORE REFRIGERATION

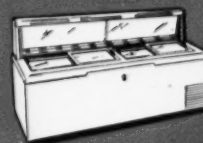
MORE DISPLAY SPACE

MORE CAPACITY

MORE SELL-ABILITY

SCHAEFER, INC.

SINCE 1929 MINNEAPOLIS



Pak-A-Way Home Freezers...Just Plug In for Satisfactory Operation



**YEAR IN AND
YEAR OUT —
PEACE OR
WAR —
GOOD TIMES
OR
BAD TIMES —
ALWAYS
DEPENDABLE**

OLD FAITHFUL is well named. Every 65 minutes she treats the spectator to an unforgettable sight as the forces of nature cause this famous geyser to erupt. After traveling many miles to witness this sight, the visitor can depend upon a performance by Old Faithful.

This same dependability can be placed on **MASSEYS VANILLAS**. Every shipment of vanilla is identical to the pre-

vious one, both as to quality and as to strength. This uniformity enables the users of our vanilla to offer to their customers the same delicious tasting ice cream always, with that wonderful vanilla flavor that earns for them dependable customers, month after month, year after year. It helps to hold old accounts, and brings in new ones.

*For Uniform, Delicious Tasting, **DEPENDABLE**
Vanilla, Buy **MASSEYS**.*

MASSEYS VANILLAS Inc.



Vanilla Specialists

1214-16 WEBSTER AVE. • CHICAGO 14, ILL.

BUY WITH CONFIDENCE-- USE WITH PRIDE

P
RODUCTION

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i
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e
s



New Apple Sherbet Flavor

SINCE certain varieties of well-ripened apple have a delicate and pleasing flavor, many attempts have been made to include this flavor in products such as sherbets, ice creams, and ices. It is generally known, however, that most of the methods tried have not incorporated enough true apple flavor in the finished product. When apple juice or puree in amounts equal to usual portions of fruit is incorporated into basic mixes and frozen, the original apple flavor is no longer detectable. Even when the amount is increased up to sixty per cent of the finished product, as in certain fruit ices, it is often difficult to identify any apple flavor in the frozen material. Thus it appears most difficult, if not impossible, to produce a satisfactory apple-flavored sherbet or ice from normal single-strength apple products.

Hening and Pederson reported the production of a true-apple-flavored ice cream in 1950 (1). They carefully point out the success of their product was entirely due to the specially prepared apple-juice concentrate which they employed as the flavoring agent. According to their report, a sample of a commercial apple-juice concentrate which they used for comparison did not produce a satisfactory apple-flavored ice cream. Hence it appears that only certain types of concentrate are suitable.

**BY D. G. GUADAGNI, L. H. WALKER,
and WILLIAM F. TALBURT**

**Western Regional Research Laboratory
Albany, California**

and

ROBERT FARRIS

**Borden Dairy Delivery Company
Oakland, California**

Extensive research at the Western Regional Laboratory has resulted in a full-flavored apple-juice concentrate which has proved to be an excellent flavoring agent for sherbets. Addition of this concentrate to standard basic sherbet mixes imparts a clean, true, apple flavor which is readily discernible in the frozen sherbet.

While concentrate alone produces a satisfactory apple-flavored product, we found that addition of concentrate-impregnated apple dice plus straight concentrate results in a much more desirable sherbet. In our opinion, the main advantages of the small pieces of apple are improved appearance of finished sherbet and reduction of amount of concentrate required for satisfactory flavor. The uniform distribution of small apple pieces makes a more realistic apple product with greater eye appeal. Impregnation of the apple dice with concentrate prior to incorporation in the sherbet also provides localized points of concentrated apple flavor, which add to the desirability of the product. The introduction of concentrate solids into the fresh apple dices also lowers the freezing point of the pieces and thus overcomes the common objection of iciness of fruits incorporated in frozen desserts, which often develops during freezing storage. The apple products have been developed so that they are adaptable to large plant operations where a basic sherbet mix is used for all sherbet flavors.

The concentrate used in the development of this product was prepared from apples of several varieties, but most of the work was done on concentrate from Delicious and a blend of Delicious, Winesap, and Jonathan varieties. The concentrate was prepared and frozen at this laboratory by a method reported elsewhere (2). The preparation of the concentrate will not be discussed here except for a very brief description of the steps involved. The apples were washed, milled, and pressed by the usual procedures. The juice was stripped of its volatile essence, which was concen-

(Continued on page 72)

time to
think of

ICE

in the winter!

VIRGINIA
DARE
ICE POP FLAVORS

put PEP in your POPS!



**Sure Bet for Better
Sherbets • Better Ices**

Virginia Dare Water
Ice Flavors. 2¼ oz. to
10 gallons finished
batch. In 13 different
and delicious flavors.



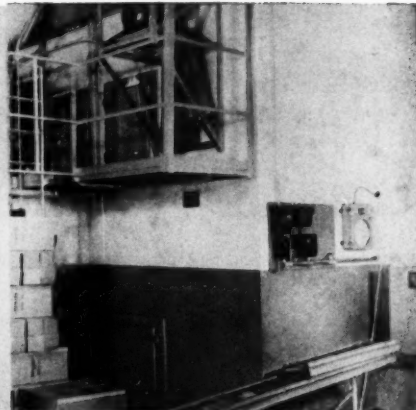
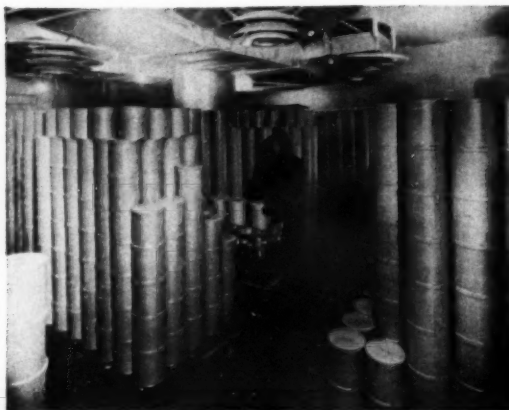
Virginia Dare Presto
Flavors include Stabil-
izer, flavor and color.
In Orange, Grape,
Cherry, Raspberry,
Lemon-Lime. Virginia
Dare flavoring at its
economic best. Simpli-
fied Production!



Representatives in Principal Cities

VIRGINIA DARE

EXTRACT CO., Inc.
Bush Terminal Building No. 10
Brooklyn 32, New York



HARDENING ROOM TRENDS

FEW changes have been made in the construction of low temperature rooms during the past twenty years. The eight-inch cork wall is the standard insulation for rooms maintained above -25° . Rooms held at lower temperatures should have an extra one or two inches of insulation to avoid sweating on the warm side during hot, humid days. Ceilings often are specified to have an extra inch or two of insulation because of the normally higher temperatures on the warm side.

There are acceptable substitutes for standard corkboard available. However, corkboard is still one of the most economical and one of the most satisfactory insulating materials available. Today we have such satisfactory rigid materials as foam glass, rubbatex (a rubber foam), Sterefoam and aluminiseal.

Foam glass is a rigid board of very light weight and has good resistance to heat transfer. It is probably one of the best moisture barriers available. For that reason it is usually recommended in floors where a per-

manent moisture barrier is of particular importance. It is often used in walls for the layer closest to the warm side to form the moisture barrier. It is brittle, susceptible to puncturing. When sealed on the warm side with Portland cement plaster, metal lath should be used to prevent spalling or cracking of the plaster surface. *Rubbatex* is similar to foam glass, except that it is made of rubber. Its resistance to heat transfer is better; however, it is more expensive than the foam glass. This material can be furnished with a bonded aluminum sheet which makes a fine protective surface and eliminates the necessity of plastering. *Sterefoam* is of similar construction, but is more susceptible to puncturing. However, it works out well in self-supporting walls, has good moisture resistance, is clean to handle and simple to erect. *Aluminiseal* offers a satisfactory insulation and consists of multiple layers of aluminum sheet with air space between the layers. The outside layers of heavy gauge aluminum are sealed to form the moisture seal. The success of this insulation depends upon maintaining the moisture seal on the outer or warm surface.

The alternate materials named are often used in combination with cork. In general they are somewhat more expensive than cork, but do improve the moisture barrier properties of the wall.

The present day trend is away from multiple rooms. Combining several rooms into one large room has been accomplished in many plants with a definite saving in labor costs and has greatly simplified handling of the

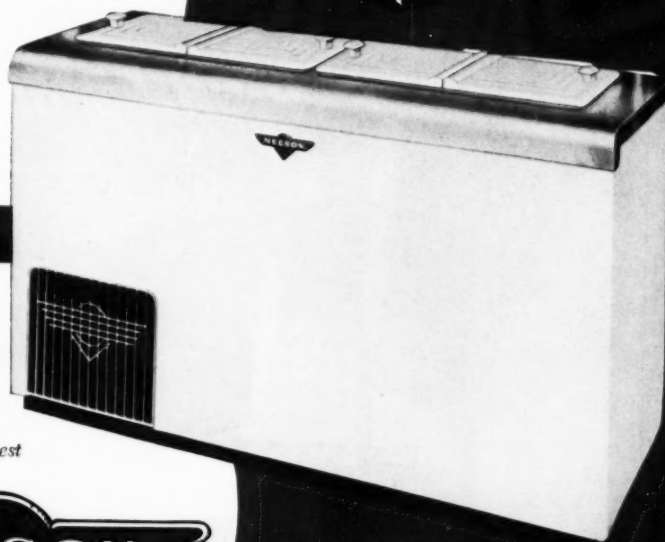
BY GEORGE ANDERSON
King Company
Owatonna, Minnesota

The best of metals, insulation and component parts — the modern machine tools and testing equipment — used in the building of Nelson Ice Cream Cabinets are available to any manufacturer — if they pay the price. But the reservoir of engineering knowledge accumulated through 53 years of experience is Nelson's exclusive property. It is that "Something Extra" every equipment buyer gets when he insists on Nelson.

Combined with the finest of materials and prideful craftsmanship, this vast fund of "know-how" explains Nelson's leadership in outstanding value and dependable, year-after-year low-cost performance.

Only in Nelson Ice Cream Cabinets will you get that valuable "Something Extra." It is the reason Nelson is, and always has been, a *better* investment.

*Something
extra!*



*complete
catalog*

Sent On Request



Warehouses: Chicago • Pittsburgh

product through the room. Good housekeeping is much simpler and inventory control is much better.

There are a number of rules to follow in the construction of low temperature rooms:

1) Provide the best moisture barrier possible on the warm side of the room walls, ceiling and floor. Vapor penetrating a wall will create a layer of frost within the wall. Each time the wall is warmed or defrosted this frost line will move toward the cold surface, resulting in saturation of the insulation and destruction of its insulating property. The moisture barrier can be in the form of moisture proof insulation, a membrane or a high quality primer paint. A good paint must penetrate and seal the pores, must *not* soften at 105° temperature, and must *not* become brittle at low temperatures. It must dry into a strong, pliable film that will become stronger with age. Hot asphalt is not a good moisture barrier. Moisture barrier membranes should always be placed on the subfloor below the cork or other insulation in floors.

2) Provide adequate crawl space for inspection and repair of the ceiling when required.

3) The crawl space over rooms should be well ventilated to prevent condensation on the top surface of the ceiling structure.

4) If no crawl space is possible, the ceiling should be treated with the best possible moisture barrier. Insula-

tion should then be applied directly to the ceiling and securely fastened to nailing strips.

5) *Every means should be used to reduce infiltration to a minimum.* There should be a minimum of openings into the room. Ante-rooms or air locks should be used at points of entrance. Doors should be maintained to close tightly. Double batten-double swing doors are effective in reducing the infiltration when properly maintained.

6) Conveyors should be housed in a four or five foot insulated tunnel within the hardening room. The door on the conveyor tunnel should be on the cold end of the tunnel. The door at the cold end allows for natural defrosting overnight. This conveyor tunnel should be fitted with at least two sets of soft rubber strip curtains or well maintained, self-closing flapper doors.

7) Ante-rooms are not intended to form an intermediate temperature zone. The purpose of the ante-room or air lock is to prevent direct infiltration, and keep moisture out of the low temperature space. There are now some prefabricated ante-rooms formed of aluminum or galvanized steel panel walls that can be easily dismantled and removed. The walls will be at hardening room temperature and most of the moisture in the entering air will be condensed on these panels as

(Continued on page 76)



Mojonnier Cut-Wrap Machine
(with new conveyor table,
optional at extra cost)

PICNICS or PARTIES

For picnics, parties, sports events—for all kinds of social gatherings, ice cream slices make a neat, convenient serving.

The Mojonnier Cut-Wrap Machine can enable you to profit from this special item because it produces square-cornered, undamaged, attractive slices at the rate of 5,000 per hour. And only 3 operators are required.

Write today for Bulletin 214 to:

MOJONNIER BROS. CO.
4601 W. Ohio St., Chicago 44, Ill.

MOJONNIER ENGINEERED EQUIPMENT FOR THE ICE CREAM INDUSTRY INCLUDES: VACUUM PANS • TESTERS COLD-WALL TANKS • CONVEYORS TUBULAR HEATERS • BALANCE TANKS COMPACT COOLERS • CASE WASHERS INTERNAL TUBE COOLERS • FILLERS EVAPORATORS • OVERRUN TESTERS PRODUCERS COLD-WALL TANKS PROCESS CHEESE KETTLES • CULTURE CONTROLLERS • BUTTER PRINT SCALES

mojonnier CUT-WRAP MACHINE



DRY STOP MERCHANDISER

Display your point-of-sale posters and strips over the ice cream cabinet. This Pipe & Clamp Assembly (patented) is easily and quickly attached to sides, or rear, of any ice cream cabinet. End of aluminum pipe is slotted to receive wire over which your advertising is hung.

No holes are drilled in cabinet. Can be easily removed. Padded rubber clamps prevent marring of stainless steel cabinet top. Complete unit consists of the following:

- Two 72" aluminum pipes, threaded one end, slotted at other end
- Two polished aluminum top castings, with rubber pads and bolts
- Two bottom castings to hook under cabinet with hex nuts

Price: \$13.50 each, f.o.b. St. Paul
10 or more @ \$13.00 each

Other items to help sell ice cream:

Super Pix Liters . . . Super Pix and Laminated Plastic Flavor Slides for Ice Cream Cabinets

Point-of-sale Posters and Chromium Frames for Posters

SEND FOR OUR FOLDERS ON THESE ITEMS.

BROWN-BLODGETT, INC.
406 EMPIRE BANK BLDG. ST. PAUL 1, MINN.



The OPS And Your Business



JUST a year ago now we were going through what was to be known later as the "base period" for the price regulations which have now grown to be such a large factor in our business.

Unbeknownst to most of us at that time, the highest prices we charged during that period, as well as the highest prices that we paid for all of our daily product ingredients, were to become figures which can now play an extremely important part in our business dealings. In the past two or three months, when these dairy product ingredient costs have been increasing by leaps and bounds, we have grown to realize the increasing importance of these factors as they do affect, and will affect even more in the future, our very business existence.

There may be a few individuals in our industry who have mistaken ideas of grandeur and who desire to have a profit from their business which is beyond all reason but, as an industry, I think no one would sincerely question the fact that the only desire that motivated our actions was for a fair and reasonable rate of return. The difficulty today is in attempting to measure a reasonable rate. It is next to impossible for anyone to accurately forecast what the profit might be under the present circumstances, with costs increasing

so rapidly that they can easily double or treble themselves from where they were a few short years ago. About the only thing that we can be sure of is that the costs are going to increase—and not decrease. It is even more difficult to forecast, with any degree of accuracy, what the purchasing power of whatever profits do accrue will be when and if those profits are actually realized.

I hesitate to use the word "profit" because I believe in general usage the word has come to mean, at least with the majority of our population, something to be hidden or certainly, if not hidden, there has been a certain stigma attached to the word, so I think it would be well to stop for a minute and think about the actual meaning of the word. The commonplace connotation has apparently come to mean, with a large majority of our population, something that was used by our large corporations for the sole benefit of its executives to satisfy certain personal greeds on their part. Actually, of course, profit is no such thing. Even Webster's Dictionary, giving way, undoubtedly, to the general thinking in the past twenty years, gives one meaning of the word as "the share of the employing classes in the distribution of products of industry as distinct from wages and rent." The English give the meaning in their dictionary as the "gain resulting from the employment of capital." In this instance, therefore, I think we must bow to the English in their more correct definition, as certainly to speak of profits as the share of the employing classes as distinct from the employee classes is very misleading in these days of wide distribution and holdings of stock.

The English, in speaking of it as a gain resulting from the employment of capital, are more nearly correct and, in the terms in which we must think of it,

BY A. C. FISHER

**General Ice Cream Corporation
Schenectady, New York**

*another
ice cream
maker says*



Our Outstanding Special is made with ALMONDS

Grant Dougall, general manager, Idaho Creameries, Boise, confirms our reports that "specials" made with almonds have a profitable habit of becoming "regulars". 55% of the ice cream makers replying to a recent survey told us they feature almond flavors all-year 'round. Sales ratings have pushed up to 4th, 3rd, even 2nd place position among all flavors.

The big majority of these manufacturers have standardized on dependable quality Blue Diamond *buttered-diced-roasted* almonds. Hand-sorted . . . sterilized at 310 degrees . . . vacuum-packed in 5 and 25 lb. tins, they can be added directly to the mix. There are no handling, shrinkage or storage problems with *buttered-diced-roasted* "Blue Diamonds".

NEW PRODUCT, COMPETITIVELY-PRICED!

Write for sample and price of new *chopt-roasted* almonds. Excelled in quality only by Blue Diamond *diced-roasted* and *buttered-diced-roasted* almonds, this new product is available at a favorable price while limited supplies last.

*coast to
coast the
record shows
IT PAYS TO
FEATURE
ALMOND
FLAVORS*

**BLUE
DIAMOND
BRAND**

Buttered • Diced • Roasted
BLUE DIAMOND ALMONDS

CALIFORNIA ALMOND GROWERS EXCHANGE

Sacramento, California . . . Sales Offices: 100 Hudson St., New York 13, and 221 N. LaSalle, Chicago 1

such gain is not personalized in any way, but must be thought of impersonally as having originally supplied the capital. Actually, profit can only be used in one of two ways, or both—either for reinvestment in the business, to keep that particular operation in existence or to expand it and/or for distribution to the people who have invested their capital in it. Therefore, the realization of profits is the only thing that can possibly perpetuate business as we know it today. To attain a profit that can be used in sufficient quantity for both of these purposes in the face of rising costs in the form of materials, expenses and taxes, coupled with price stabilization, is quite a feat, and one which will demand and, we hope, extract from us the best efforts of the industry. I list taxes as one of the very important factors because before any actual profits can accrue to a business, taxes must be paid, and that means that this item comes before money can be made available for expansion of facilities, replacement of present buildings or equipment, or the payment of dividends. I submit to you, therefore, that income taxes, as such, while not ordinarily considered as a cost of business, are a very real factor in the final results.

Income Tax Rates

In 1940, I presume a fair average rate of income tax would have been about twenty-five per cent of the profits, before taxes. If a business figured that it should earn seven to seven and one-half per cent of sales, after taxes, this would have meant earnings, before that item, of approximately ten per cent. In 1950 I presume a fair average rate of income taxes would have been about forty-four per cent. To earn the same seven to seven and one-half per cent on sales, after taxes, this would have meant that it was necessary to earn a profit, before income taxes, of thirteen per cent of sales. Apparently income taxes in 1952 are going to be close to the figure of sixty-five per cent. If we assume that income taxes are to take approximately two-thirds of our earnings, and we feel that we must earn the same seven to seven and one-half per cent on sales, after taxes, the percentage of profits to sales before income taxes would have to be twenty per cent.

To say this in another way, and to put it on a per gallon basis, assume we had set up figures which we considered reasonable, of a net profit after taxes of twelve cents per gallon. A few years ago to attain that figure it would have been necessary to have a profit before taxes, of twenty cents per gallon. Apparently, at present, however, to maintain the same rate of profit per gallon, after taxes, it would be necessary to earn a rate amounting to nearly thirty-five cents per gallon, before income taxes. It must be quite obvious to most of us that this is next to impossible, but it does point out, very forcibly, the need of doing everything within our power as an industry to, first of all, operate as efficiently as is humanly possible and next, to so adjust

the economics of our business that we are in a position to recover any or all of our increased costs through price that cannot be absorbed by increased efficiency.

As you all know, general ceiling prices were established for a very large range of commodities and sellers by the General Ceiling Price Regulation which was issued in January, 1951. The thinking at the time apparently was, for many industries, that the regulation was more or less a stop-gap arrangement, and that later on there would be special orders issued for certainly a partial list of different industries. This has been done in some cases and, of course, within our own industry, Supplementary Regulation No. 63 was issued to cover milk operations on a permissive basis; that is, an application could be made by markets, and as markets, for certain relief under this regulation where the milk dealers representing a substantial majority of the milk distributed in that particular market found that their direct labor costs plus their container costs had increased over the same costs in the base period enough to warrant relief under the regulation. In Boston is one of the best examples of an order being issued under this supplementary regulation for the milk distributors. Even this regulation, however, while giving some relief in specific cases, does not permit the distributors any relief whatsoever on costs making up between thirty-five per cent and forty per cent of the difference between their sales price and material cost. With profits in the milk business historically as low as they have been for years, this is an extremely dangerous situation, because a relatively small rise in costs, which may not be taken into consideration under the regulation, could very easily eliminate any profit that there might be in the milk distribution business. Therefore, separate industry orders do not mean complete relief and, in many cases, could mean no relief whatsoever.

The Capehart Amendment

The ice cream industry has not had any separate regulation issued for it, but is still operating under the General Ceiling Price Regulation. There has been some discussion of the so-called "Capehart Adjustment Regulation" which was effective December 4, 1951, and which was issued by the Office of Price Stabilization because of the Capehart Amendment to the original law sanctioning price controls. This Capehart Amendment in its original form stated that all increased costs of a manufacturer or distributor must be taken into consideration in allowing him to set his ceiling prices. The intent of this amendment was admirable but the regulation as written by OPS, in my opinion, has very little to offer our industry because of the complexity of the regulation as written and powers retained by OPS in ordering roll-backs.

This regulation provides a method for adjusting present ceiling prices by adding to or subtracting from

M - M - M - M - M - M - M
NOTHING LIKE ICE CREAM

prepared with SPECIAL TOASTED CHOPPED NUTS



Capco

Ice Cream Manufacturers from all over the country are creating new demands for nut ice creams by using full-flavored CAPCO SPECIAL TOASTED CHOPPED NUTS in their mix. These high quality chopped nuts give new zest and flavor to this tempting dish because they are carefully screened and fine particles removed. Remember, these **READY-TO-USE TOASTED CHOPPED NUTS** are prepared specially for the ice cream trade.* Available in 30 lb. moisture proof white lined cartons.

Order a trial shipment today.

*A blend of fancy nuts — no peanuts.

THE CHARLES A. PETERSON CO.
917 CARNEGIE AVE. • CLEVELAND 15, OHIO

SAFF T OONE

pre-Korea selling prices increases or decreases in all costs, with certain exceptions, up to the date of July 26, 1951. One of the first complications that enters into this possible relief is the fact that an application must be made by an individual company, and that company must have established accounting procedures to the end that all costs are allocated to individual products. In our industry I venture to say that for every one manufacturer who has such cost records set up there are probably a minimum of 100 manufacturers who have no such facilities. Competitive conditions would also make it impractical for any one individual manufacturer to have his ceiling prices adjusted, for in actual practice he probably could not use these new ceilings even though they might theoretically give him relief. OPS also retains the right to lower ceiling prices on some commodities for any business that might apply for relief on other commodities. Therefore a company making application under this regulation might find itself in no better position after going through all of the necessary accounting work, or it might find itself in an even worse position. Any adjustments made under this Capehart regulation must be definitely approved by OPS as, unlike the "parity pass-through" provision of the General Ceiling Price Regulation, the adjustments are not self-executed.

"Very Little Relief"

The other thing, of course, on this regulation, even though there were possibilities of relief under it, is that the relief would and could only be given on costs actually incurred up to July of 1951 and any increased costs incurred since that time could not and would not be taken into consideration.

So, from a practical standpoint, it is my belief that very little relief is possible under the Capehart adjustment regulation, even though it has been heralded as a business benefactor.

About the only avenue of relief available to us in regard to price ceilings is in taking full advantage of the Parity Adjustment Provision of the General Ceiling Regulation. This special provision of the original regulation was made necessary by certain sections of the Defense Production Act of 1950, which set up minimum price standards for certain agricultural commodities. These sections provided that "no ceiling shall be established or maintained for any agricultural commodity below the highest of the following prices: /1/ the parity price for such commodity as determined by the Secretary of Agriculture in accordance with the Agricultural Adjustment Act of 1938, as amended and adjusted by the Secretary of Agriculture for grade, location and seasonal differentials, or /2/ the highest price received by producers during the period from May 24, 1950, to June 24, 1950, inclusive, as determined by the Secretary of Agriculture and adjusted by

the Secretary of Agriculture for grade, location and seasonal differentials*****. No ceilings shall be established or maintained hereunder for any commodity processed or manufactured in whole or substantial part from any agricultural commodity below a price which will reflect to producers of such agricultural commodity a price for such agricultural commodity equal to the highest price therefor specified in this subsection."

Butterfat Exempt from Ceiling

The agricultural commodities in which we are vitally interested, butterfat and/or milk, are still below the legal minimum and, therefore, are exempt from price ceilings at the producer level. Actually, the prices have been frozen to the manufacturer or distributor levels under the regulation. However, this parity adjustment provision provides that any increase in prices paid to the producer for these commodities may be passed on in the exact dollars and cents amounts to all subsequent stages of distribution.

The original ceiling price order provided that these increased prices could be passed on until the listed agricultural commodities reached parity. However, in an amendment to the General Regulation, effective the latter part of May last year, it was provided that when one or more of these agricultural commodities did reach parity the pass-through provision would continue to be applicable until such time as the Director of Price Stabilization determined that the requirements of the Defense Production Act of 1950 were satisfied as to such commodities.

For milk and butterfat this means that those commodities might well go above parity before the Director determines that the statutory requirements have been met. This same amendment reaffirmed a previous ruling that higher Federal Market Order prices will, in any event, prevail over the parity or other OPS price for pass-through purposes.

Another Provision

It was interesting to note that this same amendment contained a provision which prevented any pass-through adjustment in ceiling price from being put into effect until the seller had first sold an amount of his product at least equal to the quantity of finished product on hand at the close of business on the date he otherwise would have been entitled to put the increased ceiling price into effect. What this actually did was to make the seller sell all of his inventory which was manufactured from lower priced ingredients. However, an amendment to this amendment which was issued in July countermanded this order and, as it stands at the present time, it is possible to put through a parity ad-

(Continued on page 82)

717 GARRISON AVE. CLEVELAND 15, OHIO

SAFE-T CONE

COMPANY

DOES IT AGAIN!



with the biggest news in building
bulk ice cream sales since the
invention of the ice cream cone . . .

**SAFE-T CONES in 3 SIZES, SHAPES and
COLORS to build MORE BULK BUSINESS
for YOU 3 ways . . .**



**REGULAR
SAFE-T CONE
GOLDEN VANILLA**
(served with two
regular scoops)



**SUPER
SAFE-T CONE
CARAMEL BROWN**
(made with two
super scoops)



**PIKE'S PEAK
SAFE-T CONE
STRAWBERRY PINK**
(a mountain of
ice cream)

Revolutionary TRI-PAK CLEAR-VIEW



Beauty on the Campus Keeping Beautiful by Eating Lots of Ice Cream in Pike's Peak Cones.

1. Puts dealer's profit back in cones!

Now dealers have a reason—the most important reason of all—for dipping bulk ice cream . . . **PROFIT!** And profit they will, with Safe-T Cones in three sizes: the "REGULAR", a double-dip to retail at 10c . . . the "SUPER", a super double dip retailing at 15c . . . and the giant "PIKE'S PEAK", to sell for 20c—returns of \$2.50 to \$3.20 or \$3.60 on every gallon they dip! With Safe-T Cones spearheading the fountain business, dealers will dip more and more bulk—and that means more *profit* for you.

2. Value customers can see creates more impulse sales!

Safe-T Cones in three different sizes, shapes and colors let retail cone customers *see . . . size up . . . choose* from three great values. "Regular", "Super" and "Pike's Peak" look like a good buy, create impulse sales, build customer satisfaction and repeat sales. That means more *profit*, more reason for dipping and featuring bulk ice cream.

3. Builds store traffic for dealers!

Nearly 50% of all retail ice cream cone buyers purchase *something else* in the store on the same visit! A big volume in cones means important store traffic to the dealer. If he can make a real profit on cones . . . if his cones make his customers happy . . . they will build store traffic as they did in the old days—giving a dealer all the reason he needs for dipping bulk ice cream in a big way!

Revolutionary TRI-PAK CLEAR-VIEW SAFE-T CONE DISPENSER . . .



puts the **VOLUME** back in bulk sales by putting the **PROFIT** back in Ice Cream Cones!

Dealers can actually *pay* for their Tri-Pak Dispensers with just four fillings! Here's how: Each Tri-Pak Dispenser is packed and illustrated, with

32 REGULAR Safe-T Cones—served retail @ 10c.....	\$3.20
16 SUPER Safe-T Cones — " " @ 15c.....	2.40
16 PIKE'S PEAK Safe-T Cones " " @ 20c.....	3.20

Total 8.80

Av. cost, 3 gal. ice cream..... 5.40

Gross to dealer..... 3.40

In addition, dealer receives with each Tri-Pak Dispenser a special Safe-T Cone Spoon (right) plus two full-color posters promoting Safe-T Cones in three sizes, and two special Pike's Peak posters (see back page).

TRI-PAK DISPENSER REFILLS

Special Tri-Pak refills known as Case No. 832, are packed for your convenience in the following cone assortments:

- 400 Regular Safe-T Cones (item No. 4)
- 216 Super Safe-T Cones (item No. 18)
- 216 Pike's Peak Cones (item No. 21)
- 832 Assorted Cones per case

They also are available in the following quantities in straight cases:

- Regular Safe-T Cones (item No. 4) 100/box, 1,000/case
- Super Safe-T Cones (item No. 18) 108/box, 432/case
- Pike's Peak Safe-T Cones (item No. 21) 108/box, 432/case

PLUS for dealers . . .

Enjoy Lots of Ice Cream
at its very Best -

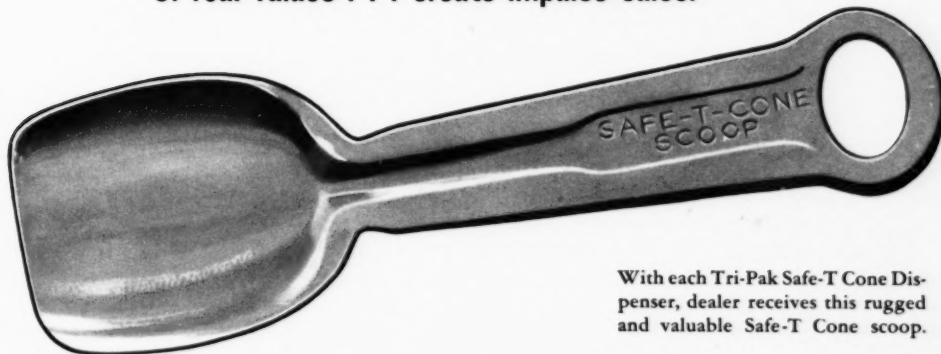


ICE CREAM TASTES BEST WHEN

Dipped Especially For You in a Cone

NO. 331 ILLINOIS BAKING CORP. 2330 S. UNION AVE. CHICAGO 16, ILL.

Outstanding display materials — colorful, taste-appealing posters for mirror, wall, window or wire hanger. Posters make customers hungry for ice cream . . . tell them they have a choice of real values . . . create impulse sales.



With each Tri-Pak Safe-T Cone Dispenser, dealer receives this rugged and valuable Safe-T Cone scoop.

COLORFUL FEATURE POSTER FOR DEALERS . . .



For window . . . cross wire . . . back bar . . . this magnificent full color display featuring the giant new high-profit *Pike's Peak* cones. Two of these posters, plus two "Three Sizes"

posters (see inside) sent with each Tri-Pak Dispenser. Also available to dealers and manufacturers — appropriate spot radio announcements and newspaper mats.

Order today from: ILLINOIS BAKING CORPORATION

2230 South Union Street — Chicago 16, Illinois

or

SAFE-T PACIFIC BAKING CO.

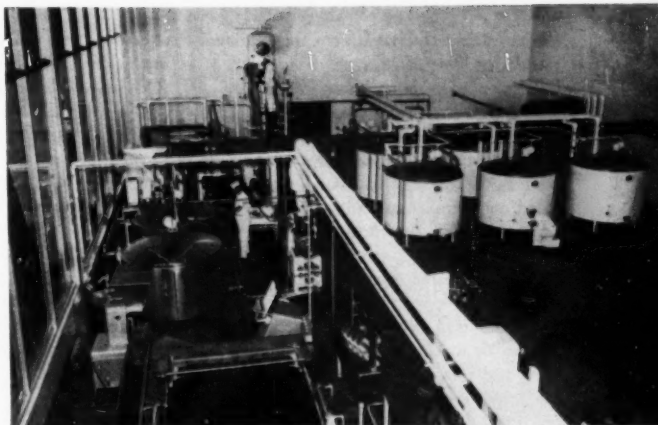
501 Minnesota St. — San Francisco 7, Calif.

Reprints of this circular available on request to ice cream manufacturers for use by their salesmen.

Equipment In 1952

BY PERCY R. ZIEGLER

*Cherry-Burrell Corporation
Chicago, Illinois*



THE subject "Equipment and Supply Outlook for 1952" reminds me of a story about an iron worker, who was working high up on a frame of a new twenty-story building. His foot slipped and he fell. As he passed the fifth floor, falling, a friend called and asked how he was feeling. He said, "Fine, so far." That is about our situation today. We are all right so far but what is ahead of us is something else again.

A year ago this time we felt that we would probably be able to take care of our customers satisfactorily for the first six months of the year, but after that it would be more difficult. How wrong we were, for during 1951 we were reasonably successful in supplementing our inventory of raw material with current purchases, so that we met most of the demands made upon us.

However, in spite of our poor prophecy last year we are again prophesying. We feel fairly confident we can take care of the requirements of the trade for machinery up to July 1, 1952, but what happens after that is problematical and depends very largely upon world conditions, over which, of course, we have no control and of which we have little knowledge.

We could have all-out production: hot war. We could have all-out peace. Or we could have transition. There are almost as many different ideas as to which of these alternatives will prevail as there are prognosticators. This difference of opinion prevails among experienced and well informed men. For my part I feel as good a guess as any is that Russia does not want a hot war, but neither does she want a real peace. She prefers to keep us uncertain so that we use up our resources in preparation for a war. I further believe that Russia does not feel we will initiate a war, but if one is started she will be the one to name the time and place.

Let us look further at 1952 and how it differs from 1951. A year ago there were appropriations made which would absorb the supply of material and manpower, but the money appropriated was not actually spent because of the lag in getting prepared for full production. This year we are actually spending the money and the defense effort is absorbing both men and material and making it hard to get either.

This year the government has limited all manufactures of dairy machines to seventy per cent of certain material that was used last year, but last year we were only allotted seventy-five per cent of what we had used the previous year. What will be available in 1952 will be fifty-two per cent of what we had two years ago. This does not mean, however, that we will be assured of getting it.

It does give us, so to speak, "a hunting license" to get it if we can. This applies to quantity.

Normally we buy our material from mills, to be of suitable gauge and of such dimensions as to reduce waste to a minimum. Today, because we do not get from the mills all we want we try to get material from warehouses all over the country. This has added to the expense, but has enabled us to get out much wanted material.

The government has put into effect the controlled materials plan, CMP, which was operative in the last war. The Dairy Industries Supply Association has set up a Task Committee to work with the government to the end that the dairy industry may be adequately supplied with materials.

Since July 1, 1951, aluminum, copper and steel have been under complete allocation by the government. At the beginning of each quarter we have had to file an application for our estimated requirements for the following three quarters. Generally speaking, the allot-

ments we have received from the National Production Authority have constituted drastic cuts from our askings on aluminum, copper and carbon steel. On the stainless steel, strangely, nearly the full amount on our applications has been allotted.

Reduction in allotments of aluminum do not greatly hurt us. During the last war the use of aluminum was ruled out completely and we continued to build dairy equipment. By substitution of other less critical materials we can do the same now. There is also some hope of a greater supply of aluminum in the near future.

Reduction in allotments of copper mill products may hamper us some but again we can make many substitutions and our use of copper is gradually diminishing anyway. The great threat is in the drastic reduction of copper foundry products which to us means principally nickel alloy castings. Since this material is produced wholly from scrap we have some hope of being able to secure sufficient allotments through appeal to N.P.A. This is no certainty, however. There appears to be no hope for an increased supply of copper in the near future.

In spite of the reduction in allotments of carbon steel we probably can get all we can get matching materials for. Any increase in supply will be gradual and

the general demand will continue heavy. Shortage of scrap currently is reducing the output of carbon steel.

It has been the practice of N.P.A. to give the full allotments we will receive for the current quarter with partial advance allotments for the ensuing two quarters. As the quarters advance it has also been the N.P.A. practice to add little to the advance allotments; hence as time advances our allotments on all materials are being reduced.

So far we have been able to "get by" due to heavy inventories at the start and due to rather poor sales in the third quarter of 1951. Inventories of raw materials are now down to a critical low point and there is a real threat of shortage in the immediate future.

Shortage Of Nickel

In spite of the fact that we have fared well to date on allotments of stainless steel there is every reason to believe that because of the shortage of nickel future allotments of chrome nickel stainless steel will be drastically reduced. This would force a reduction in the quantity of dairy equipment that can be built and force the use of ersatz materials, such as straight chrome stainless steel, where substitution is possible.

Beginning nearly a year ago, N.P.A. has issued a number of orders restricting the use of materials to certain purposes. The principal restrictive order affecting us prohibited the use of chrome nickel stainless steel in dairy equipment for all except functional purposes. This meant that additional stainless steel could not be procured for exteriors but we were permitted to use inventories.

We have now reached a point where stainless steel exteriors are no longer available except for a few isolated machines. With these few exceptions painted finishes are all we can offer.

There are a great many smaller items, like screws, bolts, nuts, taper pins, which are in extremely short supply, and the lack of them can easily prevent the completion of equipment. We referred to the scarcity of copper, which of course is required for the manufacture of motors. We used to expect delivery of motors in twelve to fifteen weeks and practically overnight the lead time required for motors has been extended to fifteen months or more. Ball bearings, another essential, are hard to get.

To sum up: I do not feel that one would be using good judgment to embark on a program involving a lot of new equipment. On the other hand, if one can either cut costs or improve quality by getting new equipment, I certainly believe plans should be made accordingly and the necessary orders placed with as long a lead time as possible. This is not a time to procrastinate.

This article, by the Vice President of Cherry-Burrell's Boston branch, is based on a talk given during the recent convention of the New England Association of Ice Cream Manufacturers.

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Now, cost of operation reduced again—through the **ECONOMATIC SELECTOR**—a new automatic control exclusive with the 1952 Sani-Serv. The **ECONOMATIC SELECTOR** performs three important services: it greatly reduces the number of starts and stops of the freezer, eliminating the extra strain on the unit; it provides a new degree of controlled product quality; it is designed specifically for operation during slow sales periods.

The **ECONOMATIC SELECTOR**, plus all the other famous features incorporated in Sani-Serv design, will make your operation the most profitable. With Sani-Serv you will meet and repeat the demand for America's favorite frozen products: soft ice cream, frozen custard, ice milk, sherbets, water ices, and others. Sani-Serv installation is quick and easy—operation, continuous and profitable.

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FOR YOUR CUP BUSINESS

MILLIONS see him on TV! MILLIONS hear him on the radio! MILLIONS see him in comic strips and books! He's Howdy Doody, the fabulous puppet on strings. Among kids he's the BIGGEST NAME and BEST SALESMAN in America today!

PUT HOWDY DOODY ON YOUR SALES FORCE

Put your ice cream in sturdy Puritan containers beautifully printed with the HOWDY DOODY character on the lids and your own brand name on the lids. To add still more sales volume, an ingenious promotion deal keeps kids coming back for more and more — yet requiring no extra work for you.

No setup charges. You buy only what you need. And remember—this offer can only be made by PURITAN, the largest manufacturer of cups.

**HOWDY DOODY
ICE CREAM PACKS**

give you a gold mine of new customers,
new outlets, new profits!



EXCLUSIVE!

available only on PURITAN Containers

- Big Premium Deal on Lids
- Free Merchandising Aids
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**PROOF
of his power to SELL**

Howdy Doody has already been
a phenomenal success selling

KELLOGG'S RICE KRISPIES
MARS CANDY
PALMOLIVE SOAP
OVALTINE
WELCH'S GRAPE PRODUCTS

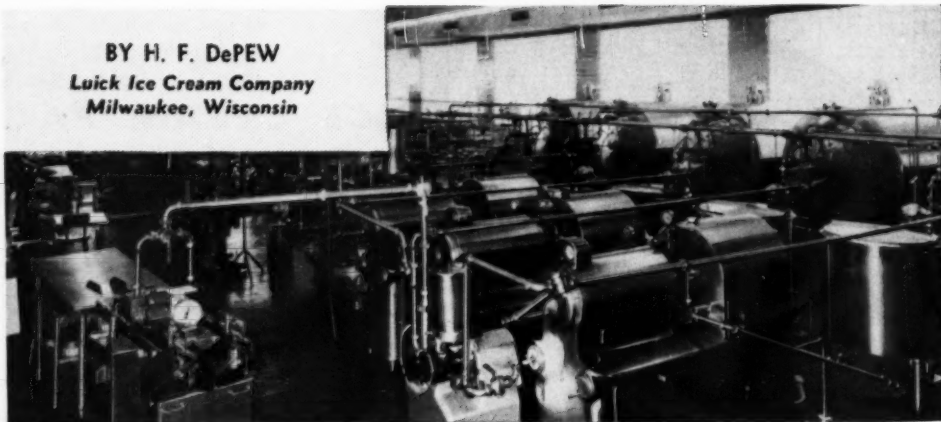
RUSH YOUR INQUIRY



THE AMERICAN PAPER GOODS CO.

KENSINGTON, CONNECTICUT • CHICAGO, ILLINOIS

BY H. F. DePEW
Luick Ice Cream Company
Milwaukee, Wisconsin



A Practical Sanitary Code

IN considering the subject "A Practical Sanitary Code for the Ice Cream Industry," it must be quite evident that because of the scope and complexity of the problem it would be impossible in the space at my disposal to discuss many of the details involved. I can only hope to point out some of the major considerations and suggest certain methods of procedure.

It would seem logical for us to begin our discussion with a review of the sanitation situation for the purpose of determining:

1. What has been done in the past.
2. How we stand today with respect to regulations for ice cream plant sanitation.
3. Where we should go from here.

We must recognize that the primary purpose of all codes, ordinances, or regulations pertaining to sanitation is to safeguard public health. This is fundamental. The fact that an improvement in the quality of the product naturally follows a more effective sanitation program is a fortunate circumstance.

Our problem, as I see it, is to achieve adequate sanitation in the ice cream industry by adopting a practical and sensible procedure in formulating these regulations.

In considering what has already been done I am sure that anyone who has been in the ice cream industry for over thirty years, as I have, is well aware of the improvements that have been made during that time. When I think of sanitation conditions prevailing in the first ice cream plant in which I worked around 1920 and compare these conditions with modern plant

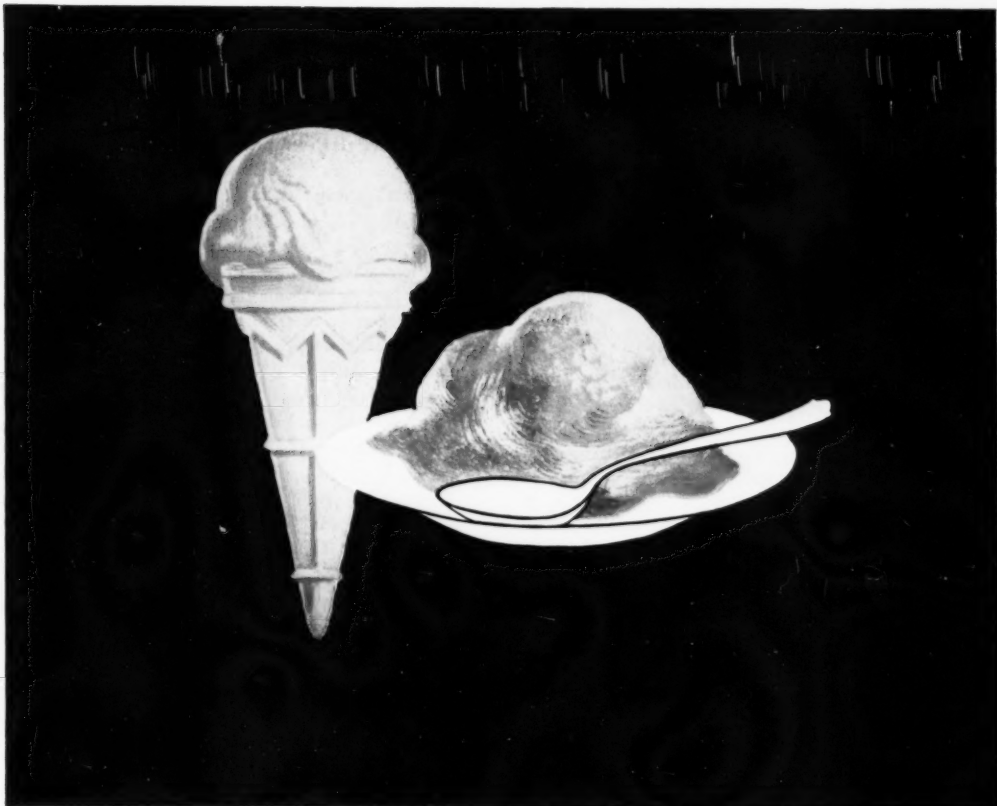
practices the progress is further emphasized. These forward steps include:

1. Improved cleaning and sanitizing materials, equipment, and methods.
2. A greater knowledge of proper sanitary practices.
3. A constantly growing consciousness of the desirability and necessity of plant cleanliness and good housekeeping.

The slogan "Sanitation Is a Way Of Life" illustrates the thinking of an ever increasing number of our people. Biological illiteracy is being replaced by sanitation education.

We have had codes or regulations for ice cream in some cities and states in the past but the percentage until recently was quite small. Some of these codes have apparently worked quite well. In other instances the ordinances seemed to be the work of some overzealous but short sighted individual who imposed his own pet theories, right or wrong, on the industry. At other times the regulations appeared to be the result of political expediency. Some were neither adequate nor practical and there has certainly been a lack of uniformity in requirements as between various localities resulting in a rather confused situation for all concerned.

So much for the past. Now we come up to the present. Perhaps the best way to summarize the situation as it exists today is to refer to the work of the National Research Council's Committee on Milk Production, Distribution, and the Quality as evidenced by



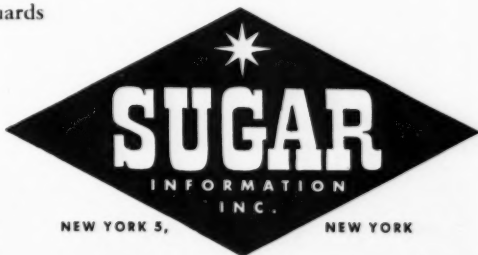
For Better FLAVOR, Better QUALITY, Better SALES...use *SUGAR!*****

Flavor, texture, richness, appearance—these are the elements which make quality in ice cream.

Most important is *flavor* . . . the basic flavor imparted by dairy products and *sugar*.

No wonder sugar is the preferred sweetening ingredient in the ice cream industry. Experienced manufacturers know that sugar accents the flavors in other ingredients—that it safeguards *quality* and aids *sales*!

Use sugar—for *quality* you can be sure of—*flavor* you can be proud of!



its Bulletin No. 121 on "Sanitary Milk and Ice Cream Legislation in the United States." Dr. Dahlberg and his co-workers have done a splendid job and the report furnishes some very interesting information.

In examining the tabulation compiled by this committee, it is readily apparent that most of the state laws and city ordinances establishing sanitation standards for ice cream are of recent origin. It shows that twenty-nine out of thirty-eight or seventy-five per cent of the states reporting ice cream ordinances have adopted such ordinances since 1940. Only four state laws and twelve city ordinances exercise control over ice cream ingredients. The laws of only nineteen states and the ordinances of twenty cities established bacterial count standards for ice cream. These vary from 50,000 to 150,000 per ml. Only thirty states and twenty-three of the eighty-seven cities reporting had a pasteurization standard. Only forty per cent of states and cities with sanitary ice cream legislation had regulations controlling counter freezers.

The committee's conclusion was that "Sanitary legislation is much more specific and inclusive for milk than for ice cream." The report indicates that while a considerable amount of action has been taken in recent years with respect to sanitation as applied to ice cream there remains many areas not covered by such regulations. For example: In the state and city in which I

live there is no sanitary code for ice cream although regulations for both are in the process of being drafted. It is also my understanding that with the exception of two municipalities there are no sanitary codes for ice cream in the cities of Michigan, and no state code for ice cream plant sanitation.

One health official in a large city told me recently that the problem of formulating a municipal sanitary code for ice cream was rather difficult because the products used in ice cream came from all over the state and inspection or control of their production was exceedingly difficult. Therefore, he felt that the state should draft the code.

At this point someone might ask the question, "Is further expansion and development of sanitary codes necessary or desirable? Do we need or want them?"

Recently an official of the State Health Department of Wisconsin pointed out to me an instance of forty cases of typhoid that were traced to an ice cream plant a few years ago. A United States Public Health official, who has spent most of his time inspecting milk plants, but who has been working recently in ice cream plants on sanitation, states that he finds sanitary practices much farther advanced in the fluid milk industry than in ice cream plants. The State Health Department of Wisconsin is receiving requests from a number of cities for sanitary regulations for ice cream. Apparently, pressure is being applied on health officials in these locations for such a code.


The answer to our question regarding the need for expansion of sanitary codes for ice cream is undoubtedly "Yes!" But may I point out that the ice cream industry has an opportunity and in fact an obligation to guide this legislation in the right direction so that it will conform to the requirement of being adequate but at the same time practical.

I would like to suggest that perhaps the best way to handle the matter is in the form of a co-operative and co-ordinated effort. This should include sanitarians, ice cream manufacturers, equipment makers, and food technologists. A program similar to that by which the Three A standards were formulated, involving research and the combined thinking and action of the various groups involved, seems to be an excellent way to approach the problem.

My position at this point reminds me of the professor who asked a boy in his class the question, "What is a Thermopile?" and the boy shot back, "Gosh, Doc, you got me, I don't know. What is a Thermopile?" This is about the type of answer I got from some of my friends when I asked them for advice or suggestions on this subject. The responses went something like this, "Boy, that's a tough one" or "I don't know what to say" or "You know more about it than I do." But some good ideas did materialize and I have tried

(Continued on page 86)

PREREQUISITE TO FINE ICE CREAM



Beck's

Always Finer

VANILLAS

BECK VANILLA PRODUCTS COMPANY
General Offices and Factory: EAST ST. LOUIS, ILLINOIS

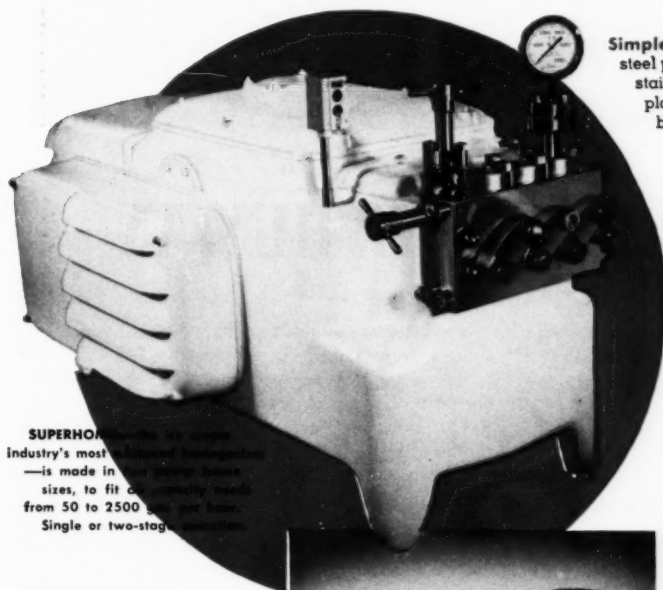
**YOU CAN'T GET AS MUCH
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... ONLY *Superhomo*

GIVES YOU ALL THESE ADVANTAGES ... FOR

PRODUCING FINER TEXTURED, SMOOTHER FLAVORED

ICE CREAM AND ICE CREAM MIX



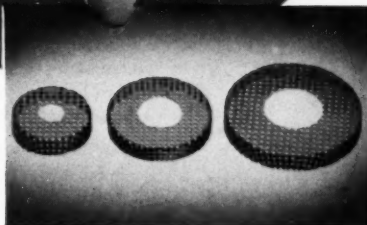
SUPERHOMO is the ice cream industry's most advanced homogenizer — is made in 12 different sizes, to fit capacities ranging from 50 to 2500 gallons per hour. Single or two-stage operation.

Simple, Sanitary Construction — Stainless steel product contact surfaces. Precision-ground stainless valve plugs and seats. Cadmium-plated springs. Non-absorbent, synthetic rubber gaskets. Conforms to 3A Sanitary Standards.

Longer Service Life — Interchangeable, reversible homogenizing valve parts double valve service life. Lower pressure operation reduces wear on valves, gears and motors.

Shorter Cleanup Time — Low height makes every part of Superhomo easily accessible. Cylinder block designed for quick disassembly — 33% faster cleaning. Long-lasting neoprene plunger-seals easy to remove for sterilizing.

Less Maintenance — Automatic, positive lubrication . . . no oil pumps to fail or lines to clog. Extra wide and heavy twin helical gears. No stuffing box maintenance.



Another Reason Maintenance is So Simple

Perforated, stainless steel replaceable caps take 98% of homogenizing valve wear . . . keep valves in top condition . . . provide new homogenizing surfaces daily . . . extend area of effective homogenization.

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EMPLOYEES ARE HUMAN

THE fact that employees are human can be looked upon either pessimistically or optimistically.

The optimist is happy that employees are human for he realizes that man is the most intelligent of all the animals on earth.

The pessimist champions the fact that it is human to err.

The ice cream plant superintendent who adopts both viewpoints and adjusts his managerial duties accordingly will greatly lessen his need for aspirin, Alka Seltzer, and the like.

The foundation of the ice cream industry is the product itself. To my knowledge, no other industry manufactures or sells a product so universally accepted.

Certainly no other food product gives as much palate thrill to so many people as does ice cream.

While every ice cream manufacturer strives to make

his products even more acceptable, most manufacturers suffer from lack of product uniformity. Why? What is this factor that reaches up occasionally to smote our pride of product?

The answer ninety nine and nine-hundreds per cent of the time is employee error or lack of employee knowledge.

Yes, the human element plays a vital role in the quality program. It is for this reason that the theme of every plant superintendent should be, "Eliminate the human element to the highest degree."

In adopting such a program it is necessary to study the assets and liabilities of both machinery and man.

Common assets of machinery are:

1. Higher horsepower rating.
2. Unemotional.
3. No absenteeism (Their grandmothers don't die).
4. Depreciation can be calculated.

While a machine might have liabilities, such as a high initial investment, etc., its chief liability is that it cannot define quality to the fine degree needed.

Some machines do have the ability to either reject sub-standard products or at least warn the operator of malfunction. However, this is greatly overshadowed by the habit of an untrained operator to keep returning the inferior product to the machine. This is often

BY C. E. LAWRENCE

**G. P. Gundlach & Company
Cincinnati, Ohio**

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Offers All This
Beauty Plus!



The beautiful lines of a Batavia body start even *before* the drawing board. Your particular needs, your route requirements, dictate whether your Batavia body shall be chosen from three basic Batavia designs: The beautiful DeLuxe Composite, the Economy, or the lightweight Aluminum body. From this point on, the body is tailored to *your* specific body demands. Of course, your choice means your Batavia body is tailored to your *budget*, too! Write for a consultation. At no obligation, let us prove why Batavia's beautifully customized features cost less by saving more!

Only the BEST
Goes Into
BATAVIA



BATAVIA BODY COMPANY
BATAVIA 3, ILL.

ICE CREAM FIELD, March 1952

exhibited by operators who attempt to freeze a mix that is improperly balanced. Although the freezer warns of a malfunction, the operator endeavors to re-run the mix through the freezer.

The inability of ice cream making equipment to judge product quality is precisely the reason manpower is so important to our industry. Regardless of how accurate and efficient a machine is, an operator is still needed.

Frankly, men's liabilities are too numerous to mention. However, this is of little consequence for his chief asset completely neutralizes his shortcomings.

The genesis to the entire subject of man is that, "God made man in His own image."

Yes, here is man in all his glory, a being that can be trained, inspired and influenced to exert even more rated or average capacity. This is a trait that never can be incorporated into a mass of gears, levers and cams.

Whether we like it or not the fate of product quality and company progress rests solely with management and its ability to practice three basic functions. These functions are listed in the order of their importance.

1. Educate and upgrade employees.
2. Provide incentive (When employees work for pay only, only more pay will be asked for).
3. Supervise (Check-up).

Clear thinking production managers are usually ninety-five per cent leader and five per cent boss. Those with headaches and ulcers are usually five per cent leader and ninety-five per cent boss. These men, of course, have overlooked the importance of education and incentive.

Since the plant manager is charged directly with the quality of products as well as the cost of producing these products, it should behoove every plant manager to adopt the role of a pedagogue, to hold periodic production meetings and to provide the amount of follow-up needed to imbed in the employee's mind certain rudiments of dairying.

Today, more than ever, employee training is desirable. It is necessary for many reasons. To enumerate a few we have:

1. Processing equipment and procedures more complicated.
2. Employee turnover greater.
3. Seniority clauses in union contracts.
4. Competition keener.
5. Consuming public has better conception of product quality.
6. Increased operating and raw product cost has reduced gross profit.

The new employee in the average ice cream plant is taught "how" to do his work, but rarely is he taught "why" he is performing certain functions. Nor is he taught the result of malfunction in his workmanship.

By teaching the new employee properly, there will be less mistakes on his part. If the "why" of his job is fully explained to him, he will pay more attention to the "how" of his job.

Training Minimizes Turnover

Plant workers that know the "why" of their job are true dairymen. A true dairyman rarely finds contentment in another industry. This is due to the fact that few industries have the romance and challenge that characterize the ice cream industry. Thus, employee training will tend to prevent a certain amount of employee turnover.

Factors such as the government's return to war production and the seniority clauses in union contracts make it even more desirable to upgrade employees.


A man who has operated a batch freezer for many years is still not qualified for supervisory capacity unless he is familiar with certain phases of bacteriology, chemistry, etc., as they are applied to our industry.

Education must be sold. However, selling education is no different than selling any other commodity.

An employee will not do as you wish merely because you wish it. It must be his desire. Therefore, in selling education it is necessary to create incentive.

A tried and proven program for selling education

*How does your
chocolate ice cream
rate in your town?*



You will
have the
finest with
chocolate flavors and cocoas
by *Ambrosia* SINCE 1894
FOOD OF THE GOOD

AMBROSIA CHOCOLATE COMPANY — MILWAUKEE 3, WISCONSIN

FROM

Shrimp



TO

Sherbet



REFRIGERATION SERVES THE FOOD PROCESSING INDUSTRY WELL!

Run down the menu—practically every food item has been cooled, chilled or frozen during processing—and in one or another leading plant, CP Refrigeration has done this important job. Processors find in the "Balanced Line" of CP compressors, *exactly* the unit or combination they need, in type, size and operating characteristics, to do their job *at least cost*.

Beyond that, they get the year-in, year-out dependability that results from CP progress in building and bettering refrigeration equipment for over 60 years. Add *CP Job Engineering* to meet the most specific and exacting requirements, and you see why you save time, *work and worry* when you call in CP. Write us when we can help you.

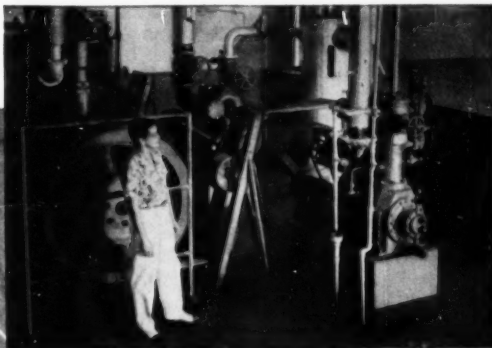
THE Creamery Package MFG. COMPANY

1243 West Washington Blvd., Chicago 7, Illinois

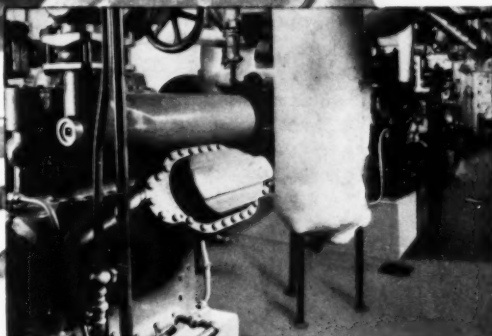
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CREAMERY PACKAGE MFG. CO. OF CANADA, LTD.
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THE CREAMERY PACKAGE MFG. COMPANY, LTD.
Mill Green Road, Mitcham Junction, Surrey, England



CP Refrigeration equipment used in the shrimp packing plant of Higley y Congeladora Del Golfo en Carter, S. A., of Guaymas, Sonora, Mexico.



Complete CP Engineered Refrigeration System—Dean Milk Company, Ice Cream Division, Belvidere, Illinois.

Four from a Score

typical units from the CP "Balanced Line" of compressors. Write for complete information.



Four cyl. 3 1/2 x 3 1/2
Type K Ammonia
Compressor



Six cyl. 6 1/2 x 8
Type K Booster



Two cyl. 8 x 8
Vertical Type
Compressor



Two cyl. 5 x 5
Marine Type self
contained unit

and creating incentive is to point out to the employee in a gracious manner his lack of knowledge, thereby stimulating his desire for more knowledge.

This can be accomplished by means of a written quiz. The quiz, of course, should apply to various factors that affect your plant. One or two "trick" questions are desirable to whet the employee's appetite. The quiz sheet should be scored and returned to the individual employee so he may realize his personal shortcomings.

Suggested Lessons

The training program is best carried on in the manner similar to that used for sales meetings, sales training programs, etc. It is suggested that the following lessons be taught:

1. Basic bacteriology.
2. Constituents of an ice cream mix.
3. Basic dairy chemistry.
4. Mix composition.
5. Colors and flavors.
6. Freezing the mix.
7. Ice cream defects.
8. Sanitation.

In teaching the course, use a blackboard and all the

visual demonstrations that are necessary to make the lesson clear to the student.

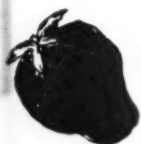
At the completion of each lesson a written quiz should be given and the results of this studied by the instructor. Those phases of the lesson that were not properly absorbed by the student should be reviewed in the next lesson.

Observe the following rules in conducting the course:

1. Use an outline and adhere to it.
2. Answer every question or secure the proper answer if you are not able to cope with it.
3. Place in each student's possession written material to study and keep for future reference.
4. Give a written quiz at the completion of the course and if possible rotate the employees in plant so that they may more completely absorb their "why" training.
5. Follow through—after the short course is over, keep the ball of knowledge rolling. Provide periodic information media and above all remember this Biblical quotation: "The wise shall inherit glory; but shame shall be the promotion of fools."

This article is based on a talk given at the recent convention of the National Association of Retail Ice Cream Manufacturers, held in Cincinnati, Ohio.

SAVE \$ \$ \$ \$ by ordering ALPHA'S Strawberries NOW!



HERE'S WHY YOU SAVE MONEY

1. You buy at lowest market price.
2. You protect yourself against future price rise.
3. You save expensive warehousing charges.
4. You eliminate high freight costs.

STRAWBERRY PUREE

PROCESSED STRAWBERRIES (whole or sliced)

STRAWBERRY WEAVE (for variegated ice cream)



HERE'S WHY ALPHA'S STRAWBERRY PRODUCTS SELL MORE ICE CREAM

1. Alpha uses only the finest selected, mature Marshall Strawberries. None better.
2. Alpha's strawberries are complete. All flavor is deliciously natural. Nothing need be added.
3. Alpha's strawberries are guaranteed not to "ice up."
4. Laboratory control assures complete uniformity of color, acidity, and flavor.

ORDER FROM ALPHA NOW!
ALPHA AROMATICS, INC.

593 GATES AVENUE
BROOKLYN, NEW YORK

For the greatest ice cream sales you've ever had!

The New Frigidaire Display Case for Ice Cream



Length 96", Width 41 1/4",
Height (from rail) 39 1/2"

Every Package So Easy to See and Reach!

All space is display space! Up to 700 pints of ice cream can be kept at zero temperatures. All the ice cream is at customers' finger tips—easy to touch and reach *without* stooping!

Movable Dividers For Flexible Displays!

Each divider in this Frigidaire Display Case can be moved to the right or left for different size displays, and for faster loading. The dividers also serve as passages for sub-zero air.

Eye-Stopping Merchandiser attracts customers, increases impulse sales. Case is also available with related item hood instead of merchandiser, for use in island displays. At a touch, hood moves forward on nylon rollers to permit rear loading.

Automatic Defrosting Saves Time, Bother!

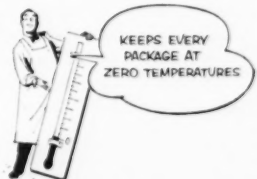
Completely safe, completely automatic defrosting! It happens so quickly, even top packages stay hard and salable. Frost formation disappears from coils each night—keeping case always at top efficiency.

Exclusive "Flowing Cold" Blankets Displays on all 6 sides.

Frigidaire's revolutionary "Flowing Cold" keeps package temperature at zero and below. Sub-zero cold air flows continuously on all 6 sides of the displays. Ice cream won't start to melt—get runny and soupy—lose taste and flavor. By insuring that ice cream leaves the store at zero temperatures, the Frigidaire Case assures customer satisfaction—builds repeat sales. It's a real money-maker!



EVERY PACKAGE
WITHIN EASY REACH!



Frigidaire

Over 400 Refrigeration and Air Conditioning
Products—Most Complete Line in the Industry



PHONE NOW!

Call your Frigidaire Dealer and ask to see this remarkable Frigidaire Display Case for Ice Cream. Look for your Dealer's name in the Yellow Pages of your phone book—or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside (Toronto 17), Ontario.

**AUTOMATIC
DEFROSTING**
NO MORE OF THIS
MESS AND BOTHER



HARDENING TUNNELS

BY LEON BUEHLER

*Creamery Package Manufacturing Company
Chicago, Illinois*

THE purpose of hardening tunnels is to quick-harden ice cream. Pints are usually brought down to zero degrees in the center of the package in about one hour.

In the air-blast system, cold air at minus 40° to 50° F. is blown at or over the packages. Forced air circulation is generally used in hardening rooms so you may wonder "why a tunnel?" With the very high air velocities combined with the extremely low temperature needed for quick-hardening, I believe you would have quite a problem in getting men to work, so we resort to a special room—call it a tunnel if you will—and transport the product through it on a conveyor which emerges at the opposite end after the product has been fully hardened. It is therefore unnecessary for workmen to enter the tunnel excepting, of course, for an occasional adjustment or repair, and in that case, the air-blast would undoubtedly be shut off.

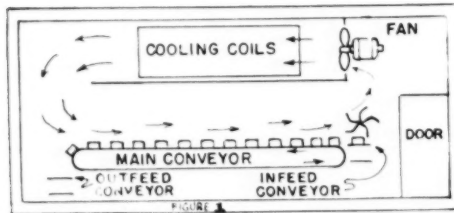
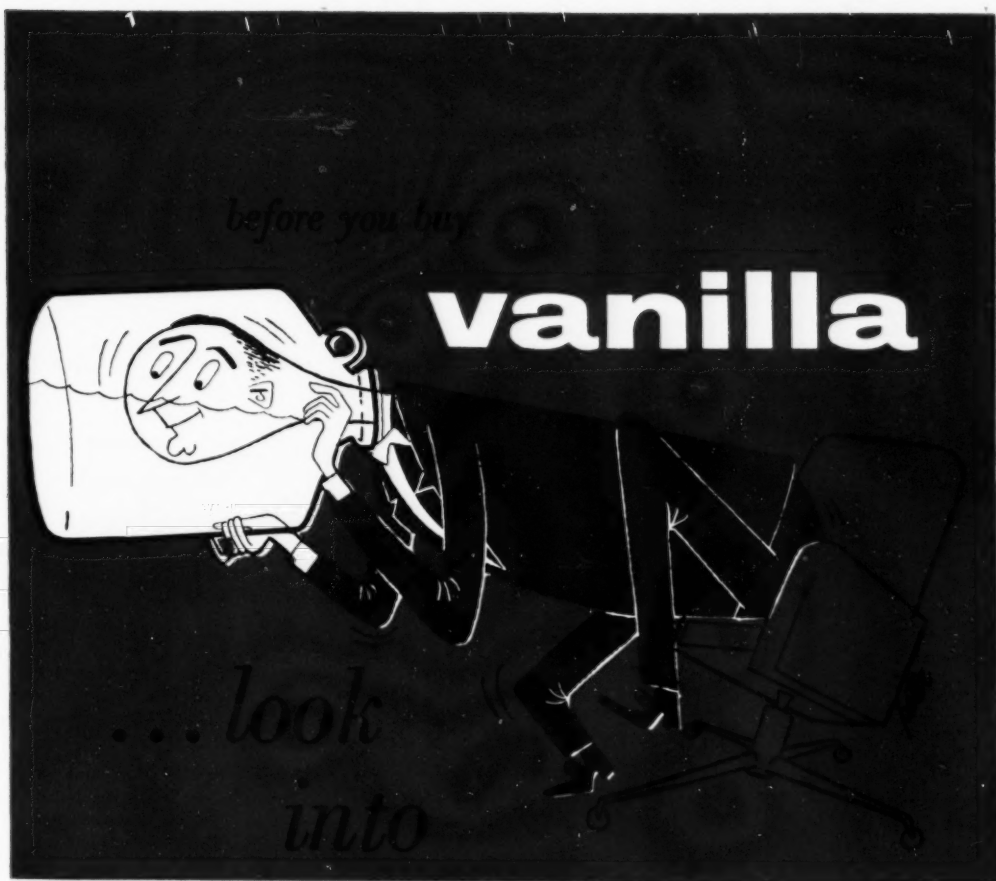


Figure 1 illustrates one of the most commonly used types of tunnel. The main conveyor may be six to twelve feet wide and is frequently a stainless wire-mesh belt. It is quite likely to be forty to fifty feet long.

The cross conveyors carry the product into and away from the tunnel. The vaned wheel pushes the packages onto the main conveyor. Sometimes two or three such conveyors are placed one above the other in order to conserve on floor space. Powerful blowers force the air over the cooling coils and then over the ice cream packages. The return strand of conveyor is empty of product so that considerable space is wasted by this arrangement. The usual pint bricks placed on the belt wide enough apart to allow free air circulation, require about 9/10 of a square foot of conveyor per gallon, and allowing for space at the end of the conveyor, the floor space required for one conveyor high will be about 1.3 square feet per gallon, and for two conveyors high about .85 square feet per gallon, and for three high about .65 square feet per gallon. If we figure on a one-hour hardening time, then a two-tier conveyor for a capacity of 500 gallons per hour would take about .85 times 500, or 425 square feet of floor space.

Packages Must Be Spread Out

One gallon has a volume of .133 cubic feet. When we talk of a 2-tier conveyor taking .85 square feet of floor space per gallon, let's say we have a head room of ten or twelve feet. We'd be using 8.5 to 10 cubic feet of space per gallon hardening. Of course, it would be impossible to take a pile of say 500 gallons in a volume of about 66½ cubic feet and expect to "quick" harden. Those packages must be spread out so that cold air will circulate between them and space must be provided for the cooling coil and for the air blower. Space for the air to turn around at the ends of the tun-



Your Guarantee



We specify Vanilla bean content on every shipment of pure Vanilla!

When you buy Vanilla extracts and powders, do you know their *Vanilla Bean* content? It's the one ingredient that determines naturally-rich, full-bodied Vanilla flavor.

So know how much you're getting! Rely on American Food, the firm that specifies Vanilla Bean content on every shipment. Then you're sure it's the flavor folks favor!



AMERICAN FOOD LABORATORIES, INC.

860 Atlantic Avenue, Brooklyn 17, N. Y.

3968 NORTH MISSION ROAD, LOS ANGELES, CALIF. • PHILADELPHIA • BALTIMORE • DETROIT • CHICAGO • SAN FRANCISCO

ICE CREAM FIELD, March 1952

nel adds to its length. When we take sixty-five or seventy-five times the volume of the ice cream being hardened, we're not exactly operating in cramped quarters.

I don't have to tell you that space costs money. If you have done any building lately, you know that. Wall insulation for a temperature of minus 50° F. is expensive. To make matters worse, the larger the room, the greater will be the heat leakage through the walls, calling for that much extra refrigeration. Furthermore, hardening tunnels are particularly useful in the plant that is too small for the production that has to be turned out and for the plant where additional hardening room space simply cannot be found. In that kind of a plant, with a tunnel the hardening room can then be used merely for storage. The completely hardened packages may then be stacked solid. Certainly where space is at such a premium, it doesn't make sense to spread the tunnel over a large area.

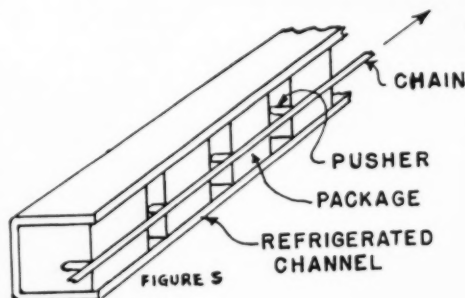
There are other kinds of conveyors which are more compact and which can be employed in a blast type tunnel. With some of these more compact systems, it is easily possible to make the conveyor twice as large as customary so as to give a two-hour hardening time and still take up considerably less space than the ordinary tunnel for a one-hour hardening time. As a matter of fact, in a situation where the coils and the blowers are going to take a certain amount of space regardless of the hardening time allowed, we find that doubling the conveyor size may only add perhaps ten or twenty-five per cent to the total size of tunnel required.

There is a lot to be gained by lengthening this hardening time. It is then no longer necessary to have around minus 50° air temperature. We should do a pretty satisfactory job with a minus 25° temperature. The ammonia temperature may be minus 35° instead of close to minus 60°. The booster compressor need only be about one-third as large. The horsepower requirements are going to be cut down. Then, if we want to, we may simply partition off a space in the hardening room without any insulation on it to house the tunnel since there will be very little temperature difference. The saving in insulation in compressor equipment and in space should easily pay for the more complicated and larger conveyor system.

A different but effective method of chilling is by direct contact. The story goes that it takes a giraffe a full week to get a cold in the head after he's gotten his feet wet. If it takes that long for a cold to travel up the long neck, then if we want to cool or harden in a hurry, the distance for the heat to travel to the point

of contact should be as short as possible. Also, I suppose we should say that the contact should be good, so in Figure 2 we find flat packages, pressed together between two cold plates. The problem here would be to make such a freezer with a continual flow of packages through it.

In Figure 3 we see packages pushed through a refrigerated channel. In that design the package must



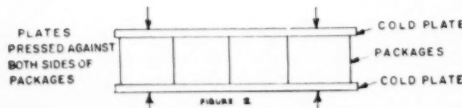
rather accurately fit between the legs of the channel in order to make the contact, and certainly there cannot be much pressure exerted at the contact surface, otherwise the package will not slide at all.

One might also employ a combination of blast and contact for a hardening tunnel, but I am not going to speculate on how such a freezer might be constructed.

Contact freezing has certain advantages. For one thing, it eliminates one heat exchange and therefore the same rate of hardening is accomplished with a higher refrigeration temperature. This reduces the size of the booster compressors needed and materially cuts down on the power required for refrigeration.

In contact freezing, the air blower is eliminated, and we might mention right here that the power consumption of the blower for the blast system is quite considerable. Furthermore, in a sense, we have to pay twice for this power. In the first place, the electric energy to drive the fan motor must be provided. That energy is converted into heat which goes to warm up the blast air and this heat must be removed by the refrigerating system. The refrigeration load per fan horsepower is about .28 tons and since it takes 3½ H.P. per ton of refrigeration at these very low temperatures, we end up with just about an additional horsepower for refrigeration for every horsepower on the fan.

With contact freezing, since the packages are held between two plates, they cannot bulge in that direction. In other words, we have at least two absolutely



(Continued on page 93)

FAIRMONT

Borden's

Carnation Company

QUALITY ☒ **CHECKD**
ICE CREAM



Golden State
BRAND

Harding's
OMAHA

**You're in
Good Company
when You Feature**

Butter Brickle*
CANDY FLAVORED
Ice Cream

*BUTTER BRICKLE is the exclusive Trade Mark of Fenn Bros., Inc. ®

Kemps

Dean's
Quick-Frozen

**MORE
VOLUME...
PROFITS
for YOU**



Picking a LEADER!

The LEADERS are
 ... Because It Pleases Dealers ... Satisfies C
 ... Increases Volume and

Fenn Bros., Inc.

ESTABLISHED IN 1898

MANUFACTURERS OF
 FINE CANDIES
 QUALITY FIRST ICE CREAM

BROOKINGS, S. D. MADISON, S. D. WATERTOWN, S. D.

GENERAL OFFICES
 SIOUX FALLS, SOUTH DAKOTA

Gentlemen:

The LEADERS are picking a LEADER. The record made by BUTTER BRICKLE* Candy Flavored Ice Cream in establishing itself as the "BIG FOURTH" flavor seller with manufacturers in every section of America, has won the recognition of many of the biggest manufacturers in the business.

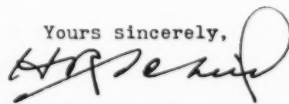
Everybody loves a winner--especially one that sells easily, pleases everyone, keeps growing in popularity - and continually piles up volume and profits for its manufacturers and dealers. Such a winner is BUTTER BRICKLE Candy Ice Cream flavoring, as its nation-wide record now shows beyond any possible doubt.

Most BUTTER BRICKLE sales successes have been based on test runs that established its unique consumer acceptance and qualities of leadership. If you have not yet made such a test run on BUTTER BRICKLE do so now.

We are certain the results will prove that BUTTER BRICKLE can be a volume and profit leader for you, too -- so certain, in fact, that we'll get behind your test with a money-back guarantee of satisfaction. The risk is ours -- you can't lose!

Fair enough? Then don't delay. Get started on your test. Mail the coupon right now.

Yours sincerely,



H. R. Scheid
 FENN BROS., INC.

MAIL THIS COUPON

Picking a LEADER!

Customers and Profits

Butter Brickle®

CANDY ICE CREAM FLAVORING

These leading manufacturers have proved that Butter Brickle is the

Borden's
Carnation Company
Dean's
Fairmont
Golden State
Hardings-Omaha
Kemps
Meadow Gold
Quality Chekd
... and many others

You can prove it, too, with this 30-gallon trial run—and you can't lose!

BIG 4



**MAKE THIS
30-GALLON TEST
...AT OUR RISK!**

1. Mail coupon today with \$5.80 for 10-lb. trial order of BUTTER BRICKLE® Candy Ice Cream Flavoring.
2. Make a 30-gallon ice cream test run according to the simple, enclosed directions.
3. If you—and your dealers—are not entirely satisfied with the results, the full price of your BUTTER BRICKLE trial order will be cheerfully refunded!

*BUTTER BRICKLE is the exclusive Trade Mark of Fenn Bros., Inc.®

FENN BROS., Inc.
Sioux Falls, S. D.

Gentlemen:

I want to prove to myself that BUTTER BRICKLE Candy Flavored Ice Cream is the "Big Fourth." Rush me your 10-lb. trial order, so I can get started on my 30-gallon test. I understand that if I am not entirely satisfied with results, the full price of the trial order (\$5.80 F.O.B. Sioux Falls) will be refunded.

..... check enclosed send C.O.D. bill me

FIRM NAME

ADDRESS

CITY

STATE

MAIL THIS COUPON TODAY!

NOTE: Regular 27-pound or 54-pound containers of BUTTER BRICKLE sell for \$3c per pound, F.O.B. Sioux Falls. On orders for 100 lbs. or more, freight will be prepaid to any point in the U. S.

COUPON TODAY! →

[illegible]

TEAR OUT THE COUPON INSIDE THIS FOLDER—MAIL IT TODAY!

To help you do a real profit and volume job with BUTTER BRICKLE Ice Cream, we've prepared a complete Advertising-Help Program—and it's yours for the asking!

With each test-run order, we furnish beautiful, full-color posters for all stores selling on a trial basis. When your test is complete, and you begin to sell BUTTER BRICKLE territory-wide, you'll have a complete selection of newspaper advertisements . . . radio commercials . . . store display material.

The Advertising-Help folder, illustrated above, will be sent with your trial order. It contains samples of all materials available, so that you may select and request those which suit your needs.

Fenn Bros., Inc.
SIOUX FALLS, SOUTH DAKOTA

Olympic Milk Concern Adds Novelty Line



MARINO VOURDERIS is an enterprising young man who is determined to find a prosperous future in the ice cream business. A former production manager of the Bungalow Bar ice cream vending organization, which operates in metropolitan New York City, Mr. Vourderis four months ago branched out on his own and helped form the Olympic Milk Products Corporation. Although his official title is Secretary, he serves as master-of-all-trades around the recently-equipped ice cream plant.

ICE CREAM FIELD's reporter picked a significant day for his visit to the Olympic factory. The date was February 20, and the young company's first full-time production schedule was launched at that time. The original bulk output was supplemented with a full line of novelties, including ice cream sandwiches, stick products, cup sundaes and others. It is anticipated that novelty production will exceed bulk and packaged production before very long.

Occupying the attention of the Olympic plant personnel on February 20 was the manufacture of the

"Long Treat" ice cream sandwiches. The operation began with the feeding of ice cream from a Cherry-Burrell freezer to an Anderson Bros. power filling machine. The temperature of the ice cream as it left the freezer was twenty-two degrees.

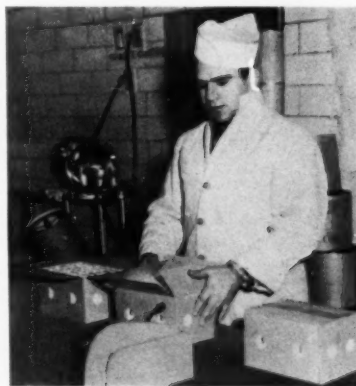
24 Sandwiches To A Box

Attached to the filling machine was a nozzle with six openings. Mr. Vourderis, stationed at the filler, held boxes containing individually wrapped chocolate wafers under the nozzle for direct filling. Each box contained twenty-four sandwiches, and in passing each carton under the nozzle four times, Mr. Vourderis achieved a production speed of from 450 to 500 dozen three-ounce ice cream sandwiches per hour. After being filled, the boxes were sealed and transported to the hardening room, where the average temperature is twenty-five degrees below zero. Three workers were employed in the operation, one at the continuous

(Continued on page 89)



PRODUCTION OF "Long Treat" ice cream sandwiches is illustrated in photos on this page. Above and at the left are two views of versatile Marino Vourderis at the filling machine. At the right, a plant worker seals the boxes holding twenty-four sandwiches each.



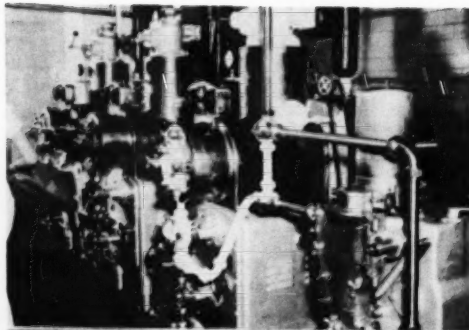
"Daricraft" Ice Cream Prospers

NEXT month—April 15 to be precise—will represent a momentous occasion for the Producers Creamery Company, with main headquarters in Springfield, Missouri. The aforementioned date will mark the first anniversary of the company's entrance into the ice cream business, and all reports indicate that the success which characterizes the firm's milk operation has been carried over to the ice cream department.

Producers Creamery Company is a farmers' co-operative with milk processing plants in Springfield, Lebanon, Monett, El Dorado, and Cabool, all in Missouri. Last year, equipment for the manufacture of ice cream was installed in the Springfield plant, and "Daricraft" ice cream was introduced to the public. With John S. Hurley serving as Distribution Manager, the new department has prospered.

"Daricraft" ice cream is produced in bulk, packages, and novelties, and is distributed in conjunction with the Producers Creamery fluid milk operation. The area covered consists primarily of the southern and western portions of Missouri.

Photographs of the ice cream plant, a refrigerated ice cream delivery truck, and a typical Producers Creamery retail outlet accompany this article.



PRODUCERS CREAMERY Company, an organization with milk processing plants in five Missouri cities, recently added ice cream manufacturing equipment to its Springfield plant. Views of the new ice cream-making facilities are shown on this page. From top to bottom, in the left-hand column, are seen the battery of Creamery Package continuous freezers (300 gallons per hour each) with fruit feeders; the filling of bulk, packaged and cup ice cream, all effected simultaneously; a section of the spacious hardening room; and (bottom, left) a housewife selects a package of "Daricraft" ice cream from a Kelvinator cabinet. Note the abundance of point-of-sale material. Just above is a photo of a Producers Creamery refrigerated ice cream delivery truck.

for definite satisfaction

HOOTON CHOCOLATE FLAVORCOAT



pail coating made with
chocolate liquor • fast
setting reduces coating
costs • boosts the sales
of ice cream bars and
novelties •

also . . . "COATSWELL"
MADE WITH COCOA BASE

HOOTON CHOCOLATE CO.

Fine Quality Since 1897

NEWARK 7, NEW JERSEY

Successful **FOUNTAIN-
LUNCHEONETTES**
and
ICE CREAM STORES
Just Don't Happen
-THEY ARE PLANNED!



Warner's—Ann Arbor, Mich.

*Let us
Develop your
Plans*

**GRAND
RAPIDS
CABINET
COMPANY**

GRC are the outstanding leaders in planning, designing, developing and equipping complete ice cream stores, drug store and restaurant luncheonettes and various other types of fountain operations. You can assure yourself the ultimate in low operating costs, fast service and rapid turn-over by letting us help you develop your plans. Drop us a line.

427 ALABAMA ST., GRAND RAPIDS, MICH.



SELLING

Secretion



THIS IS the view (note cabinet) that greets patrons of McLean's Cigar Store.

CIGAR STORE SELLS MORE

IT'S NO SECRET that most conventional fountain shops have experienced a decrease in their packaged ice cream sales due to the advent of the super market and large grocery store as ice cream outlets. The problem facing ice cream manufacturers in all parts of the country is whether to go along with this apparent trend or to offset it with effective merchandising.

Our advice is: "Merchandise!"

We are convinced that there is a wonderful potential for packaged business in every fountain stop, if each is appraised properly. Such appraisals mean examining the merchandising potential and exploiting to best advantage the "point-of-sale impulse." The gallonage of any fountain stop can be increased if the ice cream manufacturer and the dealer jointly make such an appraisal.

This is not mere theory, and to prove it, we would like to cite the example of the McLean Cigar Store, located in New York City. It is important to note that this store is situated across the street from a Safeway super market and around the corner from an A&P super market. Need more be said about the problem?

The McLean Cigar Store is an average fountain stop with limited space for display equipment of any kind. Every available bit of space in the store is used for the display of magazines, candy, cigars, tobacco, toys, etc. As a fountain stop serving bulk ice cream, it was considered a good outlet, but as far as packaged sales were concerned, the profit picture was not favorable. A check of its records indicated poor turnover of packaged items, particularly the half-gallons.

In cooperation with the ice cream manufacturer and the store owner, this store was appraised from the stand-

point of merchandising ice cream. It was seen that, invariably, a customer who walked into the store for a pack of cigarettes or any other cigar counter item did not even turn around to look at the fountain. Nor was there a suggestion from the man selling the cigarettes to "take home some ice cream." There was nothing on the counter or behind the counter to remind the customer that ice cream was available.

Experimenting, in view of the store's limited space, a Schaefer 10-Galloneer (two-hole single) was installed. This unit measures 30 $\frac{3}{8}$ inches in length, and was equipped with a superstructure containing a three-dimensional color photograph. The cabinet was installed as close to the cigar counter as possible, facing the entrance, so that anyone coming through the door would be confronted with the illuminated superstructure, illustrating an appetizing dish of ice cream.

Quick Turnover

The cabinet was loaded on a Wednesday afternoon with half-gallon and pint packages. By Friday afternoon of the same week, the box was completely sold out—a total of about thirty pieces. The owner of the store requested an emergency delivery of ice cream to be delivered that day. The delivery was made and the cabinet was sold out again by Sunday afternoon!

The ice cream manufacturer estimates, as a result of this "auxiliary sales cabinet" in the McLean store, that he will increase gallonage there by at least 600 gallons per year.

An added economy was effected with the elimination of a back-room storage cabinet which did not help merchandise any ice cream. The display cabinet achieves the same result and, in addition, sells ice cream. The McLean store sells Costa's ice cream, obtained from distributor-Mike Marsico.

*Don't Let the Best One
Get Away!*



**ORDER A
DRUM TODAY!**



THE *Proven* ICE CREAM STABILIZER

**OUTPERFORMED THEM ALL
BY ACTUAL PLANT TESTS!**

GERMANTOWN

Manufacturing Company

5100 LANCASTER AVE., PHILA. 31, PA.

WAREHOUSE STOCKS, PHILADELPHIA, PA.—SAN FRANCISCO, CAL.—PORTLAND, ORE.



Insulated Bags

BY MORRIS A. CARLINER
*Bettar Ice Cream Company
Baltimore, Maryland*

THE questions that arise in connection with the use of insulated bags in the sale of ice cream are part and parcel of the whole concept of self-service sale of ice cream. The development of self-service ice cream has become, in its greatest extent, synonymous with the sale of ice cream through super markets.

The overall question includes two major considerations: 1) Are insulated bags necessary in the sale of ice cream? 2) If so, how are they to be handled?

The first question is easily and readily answered by a big "YES." We have arrived at this answer time and again by experience and test. The experiences of primarily self-service stores without bags showing a definite and decided drop in sales are sufficient to convince us that the insulated bag is a primary adjunct to the sale of ice cream in this type of outlet. We tested the idea by using a selected group of stores having similar sales characteristics and setting up a study program. Some stores had a plentiful and readily available supply of bags, others were deliberately without them for specific periods of time. The results were striking enough to convince us that it was necessary to have insulated bags available if sales were not to suffer drastically.

The second question is a broader one with more ramifications. In fact, to properly consider this, the single question must be broken up into "subconsiderations." These are:

- A. Who shall pay for the bag, the manufacturer or the dealer?
- B. Shall the consumer pay for the bag or get it at no extra charge?
- C. Where in the store shall the bags be kept?
- D. What is the best kind of bag to use?

Now to consider each in its turn. First, who shall pay for the bag? That is something which can only be worked out with the dealer in question. During the negotiations in connection with the supplying of any dealer, that will have to be settled and is usually dependent upon either competitive conditions or the previous policy of either the manufacturer or the dealer. With reference to the handling of the bags, there are advantages to the manufacturer both ways. If the manufacturer supplies them without a direct extra charge being applied, the stores tend to be overly generous in the use of the bags for other things besides ice cream. When the bags are supplied to the individual stores with a definite price tag in the expense applied to them, there is a better tendency to profitable and correct use of the bag and less waste.

In general, however, the bags have, by custom, been supplied by the manufacturer and delivered along with the ice cream. Where we do this, we maintain a record of bags delivered and use this in comparison with ice cream purchases to detect evidences of waste. Where we find an over-use of bags in comparison to normal use, we have our salesmen talk to the personnel in the

When ice cream gets dressed up, customers find it hard to resist. This basic principle of marketing is particularly true in the expanding take-home business.

Pick a package that will show off your product to advantage and keep selling it. Lily* Cups and Containers are perfect for this job. Your trade mark or brand name can be printed on the sturdy, handsome Lily package in sharp, bright colors that catch the eye. And Lily helps teach your customers to think of ice cream in terms of *your* brand, like Southern Belle, Fortune's and Vandervoort's.

There's a size for every situation, in stock designs or specially printed . . . Lily Cups of 3, 3½ and 4 ounces . . . Lily Containers of 5, 6, 7, 8 and 16 ounces. Just drop a line for samples and full information.

You can flush-fill Lily's pint and half-pint containers, like those shown here, right to the brim. Then, snap covers on automatically with standard filling equipment and special capping attachment designed by Lily engineers!



All dressed up and going places



LILY-TULIP CUP CORPORATION

122 East 42nd Street, New York 17, N. Y.

Chicago • Kansas City • Los Angeles • San Francisco
Seattle • Toronto, Canada

*T.M. Reg. U.S. Pat. Off.



stores. We have been generally successful in securing the cooperation of the managers and store clerks to control waste. Our experience on the use of bags has been about five bags per gallon of ice cream, or when considered in terms of pints, about five bags to eight pints.

As to whether the consumer pays extra for the bag, or receives it at no extra charge, this is often determined by custom. Our own experience has indicated that if high sales are to be promoted and maintained, the bag should be supplied at no extra charge to the consumer.

The Question of Melting

One of the reasons that the super market was, in past years, not considered a worthy outlet for ice cream was the feeling that people would not buy ice cream while shopping for fear it would melt before they got home. The upsurge of facilities for storing ice cream and frozen foods in the home, and the breakdown of the fear that the ice cream would melt before reaching home have been prime factors in the outstanding growth of the self-service market and even of the neighborhood grocer as outlets for the sale of ice cream. The deep freeze cabinets and frozen food sections of the home refrigerator have taken care of the

problem of keeping the ice cream after getting it home, and the insulated bag has provided the psychological break in the fear of melting before getting home.

The question of location of the bags in the stores would seem answered by the logical place: right at the cabinet. From the point of view of ice cream sales, that is the best and most satisfactory place. There are a few considerations which have arisen which have made this answer not as simple as it should be.

Primary among these considerations is the stores' concern with pilferage. For a while, some stores experienced a substitution of more expensive commodities, such as butter, in a closed ice cream bag with the customer paying the much lower price for ice cream when he really had butter in the bag. The first answer to this was to keep the bags at the checkout counter and give the bag to the customer at the time he paid his bill. This, of course, had a serious adverse effect on the sale of ice cream since the consumer was again faced with the idea of a melted package of ice cream before he got to the counter. Anyone who has shopped in a super market, especially on some busy Friday or Saturday, can see how this fear of melting becomes important.

What Kind of Bag?

Fortunately, as ice cream has become more and more a staple, the store operators and clerks have worked out ways and means of controlling this problem of substituting higher priced merchandise for lower in a closed bag and the bags are now, in most cases, back on the cabinet where they can do the most good for selling ice cream.

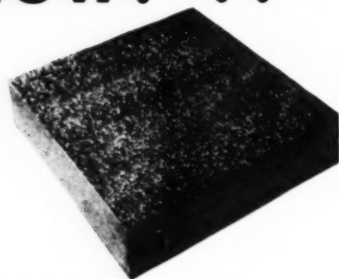
Now for the final question: "What kind of bag is best to use?" Our desire is to get a bag that will be most attractive to the customer, keep satisfactorily and cost the least. Any bag which will provide a fair degree of protection for about an hour is satisfactory. The lightest in weight and least space consuming bag to do the job is satisfactory. There are several bag manufacturers who now are working toward this end.

Summary

To summarize this discussion, I would say the conclusions of our company on the use of insulated bags in connection with the sale of ice cream are as follows:

1. Insulated bags affect the sale of ice cream to a marked degree. An absence or lack of bags will reduce sales.
2. The bags should be provided to the consumer at no extra charge.
3. The bags should be readily available at the ice cream cabinet.
4. The light weight and colorfully printed bag is the most desirable.

NOW. . .



A PERFECT INSULATION FOR EVERY REFRIGERATION NEED

A new and constant insulating value—a low K factor of 0.20 British Thermal Units! You can offer new and greater protection when you insulate with

ONAZOTE

EXPANDED HARD-BOARD CELLULAR EBONITE

Strong! Light—density 4 pounds per cubic foot! Easy to handle! ONAZOTE is not affected by moisture—it will not rot! It will outlast the equipment in which it is used!

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BRITISH XYLONITE, INC.

754 Lexington Avenue

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**THREE BEANS
ARE BETTER
THAN ONE**

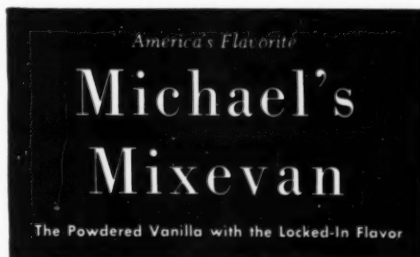
From the tropical isle of Madagascar . . . from the far-off hills of Mexico . . . from our own plantation in Puerto Rico, we import the very finest vanilla beans . . . each to lend its own characteristic flavor . . . and achieve that unique personality for which Mixevan's Powdered Vanilla Flavoring is famous.

It's this careful blending of three types of vanilla beans—fortified by vanillin, that endows Mixevan flavored ice creams with a uniformly delicate but steady character, a flirtatious flavor that brings customers back for more.

Try Mixevan soon . . . the powdered vanilla flavoring that assures consistent and consistently delicious results every time. We will gladly co-operate in any test you wish to conduct.

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Michael for Special Uses
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for custom made ice cream
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ice cream
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For further information and prices see our representative or write direct

REPRESENTATIVE DISPLAY material used by Quality Chekd members to advertise "Fudge Fruit Fancies" included the store poster reproduced at the right.

"Fudge Fancies" Program Scores With Consumers

"FUDGE Fruit Fancies," a new idea in ice cream products, made its debut from the Quality Chekd Dairy Products Association's product development department during the holiday season. The new ice cream special was created after months of experimenting and testing.

The product is a colorfully decorated fudge fruit ice cream molded into four individual servings or "fancies." A delicate blending of chocolate was formulated to produce this fudge flavored ice cream. Chocolate was chosen because it is one of America's favorite flavors. Appetizing decorations gave the "fancies" the desired gala holiday appearance.

"Something New"

The nationwide debut of Fudge Fruit Fancies created much consumer interest. Marketing of the new product suggested that the magic key to consumer demand might very well be "something new."

To develop a completely new product naturally requires extensive and thorough research and testing. Before Fudge Fruit Fancies were put on the market by member-plants, months of production, packaging and consumer testing were conducted.

Consumer testing by typical families was conducted to find the public's preference in ice cream products, packaging and pricing. Packaging Fudge Fruit Fancies in four individual servings and the selection of the new special's name were determined from the results of these tests.

The product was packaged in Quality Chekd's "Multi-Purpose" carton, designed especially for association use by the products development department



and the Sutherland Paper Company. The name "Fudge Fruit Fancies" was chosen from several score names submitted, after much consideration and study. Actual experimental production runs were made in member-plants to determine the most efficient, low-cost method of turning out the new product. The average retail price for Fudge Fruit Fancies was fifty-nine cents.

Full-scale advertising and merchandising support was made available to members to promote their new ice cream feature. Full-color store display material (see accompanying reproduction of typical store poster), newspaper advertisements and radio spot announcements announced the debut of Fudge Fruit Fancies.

New Products On The Way

More original ice cream products are now being developed by Quality Chekd. The association believes that the marketing of new ice cream products will increase year-around consumer purchases of ice cream.

"We maintain a fully equipped research and product development department for the purpose of finding new and special feature items that are practical from a production standpoint and attractive from a consumer standpoint," states Harlie F. Zimmerman, Quality Chekd's Managing Director.

**THE
BUGABOO
TO
BEAT
IS
SHRINKAGE!**



Many factors can cause ice cream shrinkage . . . heat shock . . . jouncing in the truck . . . pressure . . . accidents. Stabilizers tend to reduce shrinkage, but by far the most effective stabilizer to fight shrinkage is SPA*

But that's only *one* feature of SPA gelatin. This pure food stabilizer also helps create a mellower, creamier ice cream. It dissolves easily, and allows the desirable low viscosity mix that flows fast and assures trouble-free freezer operation.

You would expect such superior performance to cost more, wouldn't you? Actually, SPA gelatin costs substantially *less* to use than ordinary gelatins! Write for details today while you have the address handy.



B. YOUNG & CO. OF AMERICA, LTD.

274 Madison Avenue, New York 16, N. Y.

Famous as makers of fine English gelatins since 1818.

The oldest name in gelatin is Young.

*T.M., Reg. U.S. Pat. Off.

Apple Sherbet

from page 26

trated, and the stripped juice was vacuum-concentrated to one-fourth of its original volume. The essence was added back to the concentrated juice in a ratio that gave a full-flavored four-fold concentrate. Since this method of concentrate preparation does not appreciably change the initial flavor of the apple juice, it is possible to carry the distinctive flavor peculiar to each variety into the concentrate. As an example, sherbets prepared from Gravenstein juice concentrate have a good typical Gravenstein flavor, whereas those prepared from Delicious concentrate have a characteristic mild Delicious flavor. Nimmo *et al.* (3) have shown that these concentrates can be stored at 0° F. for at least one year without loss of flavor or aroma.

Flavoring the sherbet with apple concentrate does not require any additional equipment or special handling operations. The frozen concentrate is thawed until completely liquid and added to any chilled and aged standard basic sherbet mix, and the entire mixture is frozen in one operation. In our experiments, approximately twenty-five pounds of 44° Brix full-flavored Delicious concentrate was required to give a true distinctive apple flavor to 100 pounds of basic

mix. The thawed concentrate at a temperature of 35-40° F. was added to a basic mix chilled to the same temperature, and the mixture was adjusted to a final total of 0.5 per cent with citric acid. After thorough agitation, the mixture was frozen either in continuous or batch freezers with an overrun of 60 to 65 per cent. The soft frozen sherbet was then packaged and hardened at -10° to -20° F.

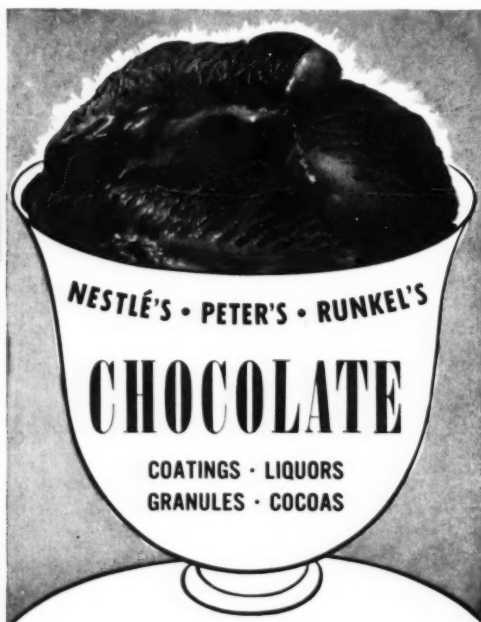
While we have not thoroughly investigated the effect of acidity, our experience with Delicious concentrate indicates that it is rather important to acidify the mix to 0.5 per cent. The high acidity appears to accentuate the true apple flavor and leaves a clean, pleasing after-taste which has not been observed in a lower-acid product.

Apple Dice Help Flavor

As has already been pointed out, flavor of product made from concentrate alone is satisfactory; however, we feel that the significant development so far as apple sherbet is concerned lies in the incorporation of *concentrate-impregnated* apple dice in the soft frozen sherbet. With these impregnated pieces it has been possible to produce an excellent-flavored apple sherbet with appreciably less apple concentrate solids than is possible with concentrate alone. Without dice, sherbet would normally require full-flavored concentrate equivalent to 8.8 pounds of apple solids to flavor 100 pounds of finished sherbet satisfactorily. When impregnated sherbet can be made with 7.7 pounds of apple solids, 5.7 pounds of which are furnished by the concentrate. These comparisons are based on the use of Delicious concentrate and cold-storage Newton Pippin apple pieces. Since different apple varieties possess varying flavor characteristics, concentrates and dice prepared from other varieties would probably be required in slightly different amounts in order to give the optimum desirable flavor.

The Procedure

The mechanics of preparing a sherbet with apple pieces is relatively simple and does not require any specialized procedures or equipment. Frozen dice packed in an equal weight of 44-50° Brix concentrate containing 0.1 to 0.2 per cent ascorbic acid are thawed and drained. Seventeen pounds of the drained concentrate (32-33° Brix) are added to 100 pounds of basic mix. After the mixture is adjusted to 0.5 per cent total acidity and frozen to 60 to 65 per cent overrun, the soft frozen sherbet is intimately mixed with eighteen pounds of the drained dice (26-27° Brix) and hardened as usual. The drained dice are of such size and character that they can be mixed into the sherbet by ordinary fruit feeders without change in shape



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**TIE IN WITH SEALRIGHT'S NEW
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Your customers may win

a Caribbean Cruise



or one of 75 other valuable prizes!

HERE'S a red hot promotion which capitalizes on two popular consumer hobbies—amateur photography and prize competitions.

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from May through July will attract "fans" by the thousands, to brands of ice cream packed in Sealright containers.

Make this program YOURS locally with Sealright's special contest tie-in advertising.

If you are not packing in the De Luxe Nestyle, the container that gives ice cream that quality look, now is the time to get started.

\$13,000⁰⁰
IN VALUABLE PRIZES

The Grand Prize is an all expense-paid 12-day Grace Line Cruise for two. Other prizes include 25 sets of Platt Luggage, 25 Ansco 35mm Cameras, and 25 Westinghouse Cabinet Roasters.

Oswego Falls Corp.—Sealright Co., Inc.,
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Sealright Pacific, Ltd., Los Angeles,
California. Canadian Sealright Co., Ltd.,
Peterborough, Ontario, Canada.



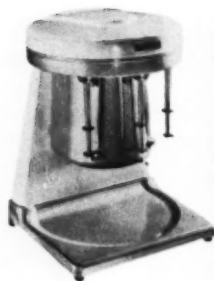
Sealright
NESTYLE CONTAINERS



or appearance of the pieces. Admittedly the use of impregnated dice involves more handling operations and more labor; but from the standpoint of eye appeal and overall flavor qualities, the sherbet prepared in this manner is definitely superior.

Procedures for preparing the impregnated apple pieces are still in the developmental stage. Several different methods have been investigated in a preliminary way, and in the present state of our knowledge the following procedures appear to be the simplest and most economical and at the same time meet requirements.

Fresh apples are peeled, cored, and cut into dice $\frac{1}{4}$ by $\frac{1}{4}$ by $\frac{1}{8}$ -inch in size. The dice are then packed in ten or 30 pound cans with an equal weight of 44-50° Brix full-flavored concentrate containing 0.1-0.2 per cent ascorbic acid. A waxed paper disk is placed over the pieces in thirty-pound cans to keep the fruit submerged, and the mixture is allowed to stand at room temperature for 20 to 30 minutes to allow absorption of the concentrate. After soaking, the product is frozen by any conventional method and stored at 0° F. until ready for use.



Brand new Multimixer-3, the perfect answer no matter how many mixers or mixer stations you need. Years ahead in revolutionary design, in exclusive features, in trouble-free performance...yet, costs only slightly more than 2 single mixers. Like the popular Multimixer-5 Spindle, it has the most dependable, most expensive mixer motor made... NO BRUSHES, NO COMMUTATOR to cause trouble. Makes better blended, better-tasting light, medium or extra heavy drinks—one to three at a time. By far your best buy for many years to come.

COLORS: green, black, ivory, cola-red
PRICE: \$93.87, f.o.b. Sterling, Illinois
(with stainless steel tray base \$5.00 add.)

PRINCE CASTLE Sales Division, Inc. La Salle—Wacker Bldg., Chicago, Illinois

With 44° Brix concentrate and fresh apples testing 15° Brix in a 1-to-1 weight ratio, the final Brix of the drained concentrate and drained dice is approximately 32-33° and 26-27°, respectively. Approximately seventeen pounds of the drained concentrate and eighteen pounds of the drained dice by weight are required to flavor 100 pounds of standard basic sherbet mixes satisfactorily. The variety, maturity, and storage history of the apples used for dice will probably have an effect on the amount of concentrate absorbed and hence on the final flavor and texture of the pieces in the sherbet.

Size of dice will also influence the concentration of the concentrate in the apple. Because of the rate of concentrate penetration in the soaking process is rather slow, large pieces will normally have a lower percentage of absorbed concentrate than small ones. The dice size used in these experiments was satisfactory with respect to flavor pick-up and ease of handling and manipulating through standard ice cream equipment. It is quite possible that larger pieces would not retain their original shape and character after conveyance through this equipment. However, if it were desired to use larger pieces, the rate and extent of concentrate absorption could be increased by vacuum impregnation of the dice.

We have used the vacuum impregnation technique satisfactorily, but for the size of pieces and absorption characteristics of the apples we were using, it does not appear to offer any significant advantage over the soaking method.

Ascorbic acid is added to the concentrate solely for the purpose of preventing discoloration in the dice during and subsequent to defrosting. It is quite probable that the amount of ascorbic acid can be reduced to a lower level and at the same time give adequate protection against discoloration. Experiments along these lines are now under way at this Laboratory.

During July and August of 1951, apple sherbet with concentrate-impregnated dice was commercially produced and distributed throughout Northern California by Borden's Dairy Delivery Company of Oakland, California. While definite sales figures for this period are not available, production data indicate that this new sherbet has a promising future. On the basis of the first year's results, it is planned to produce and distribute the product throughout Northern California this year.

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The Western Regional Research Laboratory is attached to the Bureau of Agricultural and Industrial Chemistry, Agricultural Research Administration, United States Department of Agriculture.

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ICE CREAM FIELD, March 1952

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For smoother, finer-textured ICE CREAM



DRI-SWEET!

Make a trial batch with OK DRI-SWEET! It proves itself! Enhances flavor. Makes freezing easier. Preserves freezer freshness. Economical.

OK REGULAR CORN SYRUP
OK HIGH DEXTROSE CORN SYRUP
OK HI-SWEET CORN SYRUP

AT YOUR SERVICE! Consult Hubinger's technical laboratories for help with your ice cream production problems. No obligation, of course.

THE HUBINGER COMPANY
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Hardening Room

from page 30

frost. When required they can be readily removed, defrosted and replaced.

8) The fill under ground floor rooms should be protected against freezing by ventilating or applying heat beneath the sub-floor.

9) In the many new plants we find floating room construction. The steel work for the low temperature space is all within the room. Insulated walls are built around and over the steel work. The insulation envelops the structural steel. The room itself has a chance to expand and contract with the changes in temperature.

10) Desirable ceiling heights are ten to twelve feet. High ceilings provide good distribution of cold air and give added storage space when needed. The ceilings should be sufficiently high to allow for air duct systems beneath the steel work and provide eight to nine foot clearance underneath any diffusers or ducts. Total refrigeration load is little affected by an additional three or four feet in ceiling height.

11) Rooms should be designed for a maximum storage space of about twelve gallons per square foot. It is common for a manufacturer to have sixty to seventy items in his hardening room. Allowing space for each item and rotation of product requires much more space than was needed a few years ago.

12) Rooms should be equipped with an axe, wrecking bar and alarm system as safety measures.

Hardening Room Operation

Today's trend is toward frost free rooms that are continuously cold. They are never warmed for defrosting. This is accomplished by the use of blower units that can be defrosted simply without affecting the hardening room temperature or use of the hardening room.

The optimum temperature should be from -15° to -30° . The following factors have a bearing on desired temperatures: rate of turn-over desired, quantity of product hardened in relation to the storage space available, type of delivery equipment, length of routes, and type of outlet. We believe that -20° to -25° is most often considered optimum. The trend is toward maintaining lower room temperatures.

A hardening room provides good housekeeping possibilities with a storage capacity based upon fourteen to sixteen gallons per square foot for bulk, ten to fourteen gallons per square foot for packages, and eight to thirteen gallons for novelties and special items.

Shorter work weeks, larger percentages of product in special items and the long holiday weekend require that storage capacity should be based upon a minimum of five-day inventory during the peak month.

These storage factors provide ample space for seg-

regation of items, spacing for rapid hardening rates, aisles, and space for conveyors. These storage factors can be increased by at least fifty per cent, if necessary, with a sacrifice in organization of inventory, handling costs, and hardening rate.

The psychology of a frost free room makes it feel about 10° warmer than a frost laden room with the same air movement. A clean frost free room lends itself to good inventory control, improved working conditions for boxmen, and low loss from soiled containers and old product.

Today's trend is toward floor stacking of bulk and packages. This operation is the most flexible.

We have witnessed many discussions and arguments relating to the value of shelving over floor stacking. Often these are like the arguments over religion and politics. No one changes his mind at the time. However, the trend is toward floor stacking of bulk containers and use of baskets for floor stacking of packages and bagged units. A combination of shelving and floor stacking probably works out the best of all. If inventories of individual items are small, then shelving simplifies handling and segregating the items. If the inventory of the individual items is large, then the greater capacity and simpler operation is with floor stacking.

High shelving along the walls for slow-moving items or for storage of fruits, nut meats, etc., is desirable.

Extra shelving and storage space can be gained by placing shelves over the conveyors. These are best used for products that must be rehandled; for example, brick slabs, cone racks, or special molds.

Shelving should be of the adjustable type to allow alteration of shelf spacing with change in usage of the shelf. The surface of the shelf should be removable for cleaning, should be slatted or perforated to allow circulation of air through the shelf itself, and the surface should be smooth to allow easy sliding of the containers.

Inventories can be taken easily in an orderly room. A convenient and accurate method is for the boxman to give figures through an inter-communication system to a desk man.

The inter-communication system is also a very good safety device to have in a hardening room.

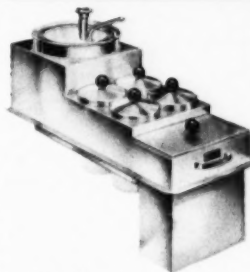
Conveyors are definitely a great labor saver and simplify handling for the boxman. Design of the conveyor depends upon the type of package, load factor in the room, shape of the room and the size of operation. Some conveyor systems are side by side, some over and under, and common types are roller, chain, mesh or flat belt. Portable feed conveyors that are pushed to the conveyor openings during the working hours and pulled away at cleanup time are very satisfactory. All conveyors should be broken at the point of entry and exit from the hardening room.

The trend in recent years has been to blast type

ICE CREAM FIELD, March 1952



**"Sure I like our
FOUNTAINETTE...
the boss does, too!"**



BULK SALES? GREAT—

**we've turned our "dry-
stop" into a little gold
mine with our Helmlco-
Lacy Fountainette!**

The boss and I wouldn't think of trying to operate without our Fountainette. Since we installed it last year we've more than doubled our bulk ice cream volume—and pleased our customers, too. They like the extra menu items we are able to prepare—from the walking sundaes to the extra special ice cream desserts.

Take a tip from the boss—he says you can pay for your Fountainette out of the profits from the extra sales volume in a couple of months if you use it to merchandise—better look into it today.

Write today for details on the Fountainette, Fudge and Food Warmers, Hot Cups, the Mini Bun Bar B-Q Bar and other profit making Helmlco-Lacy fountain and restaurant accessories.

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A FRANK DISCUSSION OF
ICE CREAM STABILIZERS

freezing units. Most all new rooms are equipped with the blower type units.

These blower units are of several types. The units consist of an evaporator, centrifugal fan or fans, and automatic controls for maintaining a full-flooded refrigeration system. They may be classified by their manner of defrosting:

1) *Water Defrosting Units.* These may be either floor or ceiling mounted units. They are defrosted intermittently by spraying or flowing water over the coil surface. As the water passes over the coil surface it melts the ice and drops to the drain pan beneath the coil. Here it is drained off and wasted; in some instances it is recirculated. The operator should inspect the spray heads during the defrosting to see that they are all clean and giving full coverage to the coil surface. Without full coverage, there will be ice masses in the coil at the end of defrosting. He should see that there is no paper or ice in the drain pan that might clog the drain, cause flooding and overflow. Either or both of the air circulating openings in the unit should be closed during the defrosting to prevent convection of moisture into the room, where it would condense, cause a fogging condition and interrupt hardening room operations. Occasionally ice should be removed from the end-bends. Ordinarily end-bends are not cleaned of ice during defrosting, and this may retard drainage of oil to the low point in the coil. Defrosting requires twenty to thirty minutes. Hot water or steam should never be used for defrosting.

2) *Continuous Defrosting Units.* These units are placed in the room, as are the water defrosting units. They are defrosted continuously by a spray of brine or anti-freeze fluid over the coil. The brine or anti-freeze fluid is collected in the drain pan below the coil and recirculated through the spray system. Periodic checking should be done to see that the spray heads are giving full coverage of the coil to prevent localized freezing. The filters and strainers must be cleaned often to remove dirt and dust absorbed by the brine or anti-freeze solution. The brine solution must be checked to see that it is strong enough to keep from freezing at the temperatures maintained in the coil. Brine is strengthened by adding chloride. Overflow drains must be kept clear for wasting part of the brine. Anti-freeze solution is strengthened by passing a part of the fluid through a concentrator or still operated by electricity or steam. After water has been removed from the solution in the concentrating still, the fluid is cooled and passed back into the reservoir pan or into the spray system. The operation of the concentrator, pumps and valves should be checked regularly. Solution should be checked for concentration. Occasionally the coil should be warmed to allow the oil film in the coil tubes to thin and drain to the bottom header where it can be removed.

3) *Air Defrosting Units.* These units can be located inside or outside of the cold room. However,

they usually are located outside of the cold room to conserve valuable floor space. The outside units can be located under the room, over the room, or along one of the warm walls. Defrosting is accomplished by closing the supply and return air openings to and from the low temperature room, then passing over the coil warm air from the warm space next to the unit. Air defrosting allows the coil to warm completely for good oil drainage. Because the air defrost unit is isolated from the room during defrosting it is warm when servicing is required. The blower motors are usually located in warm space. The portion of the electrical input dissipated from the motor as heat does not become a part of the refrigeration load. Air defrosting is simple, fast, and trouble-free. Defrosting with 70° air requires twenty to thirty minutes. The defrosting frequency will vary from once a day to once a week, depending upon the amount of infiltrating warm air into the low temperature room.

4) *Hot Gas Defrosting.* These units are usually located inside of the low temperature space. Defrosting is accomplished by pumping refrigerant from the coils and then passing hot gas through the coils. The method is slower than the other methods of intermittent defrosting. Care should be used in following the proper sequence of opening and closing valves.

5) There are some units, usually ceiling type, that are defrosted with electrical heating elements or with an automatic hot gas defrosting. With these automatic defrosting systems, care should be used that the controls are in good operating condition to assure normal functioning of the defrosting system.

All low side refrigeration systems should include the following principles to assure best operating conditions:

1) The unit should have coil surface to maintain an 8° to 10° difference between room temperature and refrigerant temperature.

2) Refrigerant controls should be trouble free and simple to maintain. A low side float with replaceable valve cartridge has been accepted by most manufacturers.

3) The air supply to the room should be distributed through ducts to provide equal air turbulence, equal temperatures, and equal hardening rates throughout the room.

4) The air quantity should give at least one air change every thirty-five seconds. Rooms that are heavily loaded should have an air change once every twenty to twenty-five seconds.

5) The air should be distributed at the ceiling and returned at the floor level. The air movement through the product gives rapid hardening, and the distribution system should be designed to circulate the air through the product.

6) The air supply should be projected downward at an angle and diffused. There should *never* be a high velocity jet of air striking the boxman as he works. The



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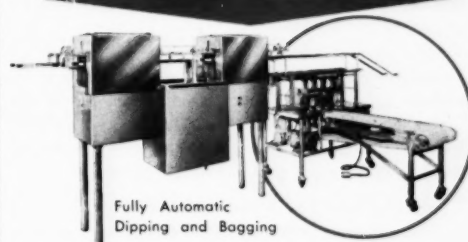
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air distribution system is very important for a satisfactory operation.

7) The oil drainage from any system is very important. Refrigeration oil of low pour point is thick at the lower temperature and has a tendency to form a film on the inside of the evaporator coil. Reliable authority states: "Heat transfer will be reduced by over fifty per cent with a film of oil .003 of an inch thick." Intermittent warming of the coil and thinning of the oil for drainage to the low point is important. Air and water defrosting accomplish this well.

8) Maintenance of the unit should be simple, require little time, and should not be required more often than once a month. It is desirable to have the unit in a warm condition during servicing.

9) Defrosting should be simple, trouble free, and hazard free. The cost of defrosting should be low.

10) Any auxiliary equipment for automatic or manual defrosting methods should be checked and maintained regularly.

11) Drain pans should be deep with large outlets for complete drainage. This is particularly important for water defrosting units. The sprays on water defrosting units should be kept clean to prevent localized freezing.

12) Fin spacing on low temperature dry coils should be greater than one-half inch to prevent choking of the coil with normal frost formation. Capacity of the coils is reduced as the air flow through the coil is reduced.

13) Unit ratings should be checked to determine if the rating is one for ideal conditions or a rating for actual operation conditions.

14) Units should be located with their return air opening or low pressure point as far removed from the walk-in doors and conveyor openings as convenient. Units should be located to take up the least valuable floor space possible and be as much out of the way as possible with respect to handling operations.

Recently there has been an increase in the use of boosters. Booster compressors definitely cut the power costs and increase the flexibility and temperature range available for your operations.

The necessity for the booster is explained by the fact that we want lower temperatures. This requires higher compression ratios than are practical. Also, there is a rapid decrease in the density of the refrigerant gas as the temperatures decrease. The volume of ammonia gas per ton refrigeration at minus 46° suction is 100 per cent greater than the gas volume per ton at minus 20° suction. Normal compression ratios at -20°, -36° and -46° suction are 10/1, 15½/1 and 21/1.

We have some new problems arising in the hardening of ice cream and allied products. One of these will be the overwrap which is receiving customer acceptance in some markets. We still have some problems to work out in the handling of items that are to be hardened

in process, particularly of novelty items, which are placed in the hardening room and then removed for further processing after being hardened. Operators will receive a much better hardening rate when they are educated to proper stacking and spacing of packages and containers in the hardening room.

In conclusion, we give some figures showing the effect of air velocity on hardening rate. Tests were made on paper 2½-gallon nine inch diameter cans in a room at -25° temperature and placed to give air movements of 250 feet per minute, 150 feet per minute, and thirty feet per minute over the three containers. Thermocouples were placed in the ice cream at the outside edge, one, two, and three inches from the edge and at the center.

Results

The temperature at the outside edge dropped to zero in 1½ hours on cans A and B which were the cans placed in 250 and 150 foot velocities respectively. In can C with thirty feet per minute velocity, the inside edge did not drop to zero until it had four hours exposure.

The temperatures one inch in from the edge and representing a shell of approximately 46 per cent of ice cream reached zero at 3½ hours, 4½ hours, and 7½ hours respectively for samples A, B, and C.

The temperatures at two inches from the edge representing seventy per cent of the bulk reached zero in four hours, forty-five minutes, 5½ hours, and 12½ hours respectively for samples A, B, and C.

The temperatures taken three inches in from outside edge and representing ninety per cent of the bulk reached zero in seven hours, fifteen minutes; eight hours, fifteen minutes; and 13½ hours, respectively, for samples A, B, and C.

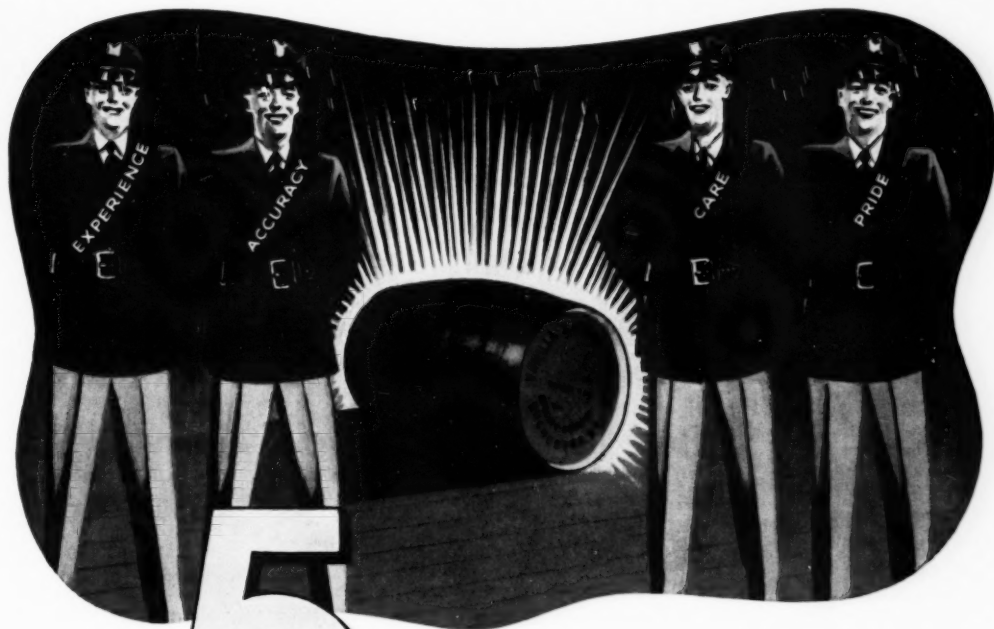
The center temperatures reached zero at eight hours, forty-five minutes; 9½ hours; and 14½ hours, respectively, for the three samples A, B, and C.

There is little difference in the hardening time between 150 foot velocity and 250 foot velocity. We would call samples A and B hard at the end of seven hours, as there is sufficient ice cream below zero to harden that small portion remaining above zero.

Conclusion

We conclude that in stacking of bulk ice cream, space from 1½" to 2" should be left between the cans. Similar tests on packaged ice cream reveal that there should be two inches to three inches between the baskets to get favorable hardening time. The hardening time will also be better if we leave five inches or six inches of space at the walls to place the product on slatted floor racks, allowing circulation at the floor level.

This article is based on a talk given during the recent Pennsylvania State College Ice Cream Short Course Conference.



5 Guards to Flavor

Here at Vanilla Laboratories, the guarding of the flavor of our Vanilla from bean to barrel has been developed over the years to such an extent that we offer every customer a positive guarantee of year 'round uniform quality.

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Vanilla Laboratories, Inc.
ROCHESTER, N. Y.
PURES—BLENDS—CONCENTRATES—POWDERS

OPS Regulations

from page 36

justment as soon as the increased costs on ingredients are incurred, and to put the resulting higher prices in effect immediately.

How, then, may be take advantage of the so-called "parity adjustment provision" which, in most cases, is referred to as the "parity pass-through"?

The base period to be used in all calculations under this provision is the same as that used for the General Ceiling Price Regulation itself, December 19, 1950, through January 25, 1951. The two principal dairy product items in which we are interested are butterfat and solids-not-fat. While butterfat itself is definitely listed in the order as one of the exempt agricultural commodities, solids-not-fat, as such, are not listed, but inasmuch as milk itself is listed, and solids-not-fat are one of its component parts, the increased costs of solids-not-fat may be taken into consideration in this "parity adjustment provision." Therefore, and since the regulation provided that if "the cost to you of a current purchase of the listed agricultural commodities exceeds the highest price you paid during the base period***** you may increase your selling price for the commodity

by the dollars and cents difference per unit between the highest price paid by you for a customary purchase during the base period and the cost to you of the most recent customary purchase," you may increase your ceiling prices of ice cream by an amount equal to the increased ingredient cost of the fat and solids-not-fat contained therein. These ceilings may be increased by the filing of a proper notification and will be legally in effect upon such notification, even though you may or may not actually put the new prices into effect. In other words, there is every possible gain, and nothing whatever to lose, by filing new ceiling prices at the present time which reflect the tremendous increased cost of dairy product ingredients in our ice cream which has occurred in the last few months.

As a matter of fact, this is the only possible method of securing any practical price relief at the present time. One of the interesting factors in connection with the parity adjustment provision is that it is not mandatory to decrease prices when ingredient prices go down. Therefore, unless dairy product prices move contra-seasonally, we should expect some decrease from the present peak prices. It is our belief, however, that these ingredient costs will remain substantially above those of a year ago, by possibly as much as ten cents per pound of butter, which means twelve and one-half cents per pound of butterfat, and that solids will probably be an equivalent of two cents per pound higher than they were last year. These estimated ingredient costs obviously allow for some decrease from present peaks, but still represent a substantial increase in costs over what we had during 1951. If ceiling prices and/or sales prices are adjusted in accordance with the present peak costs on fat and solids, and such prices are maintained, it should, therefore, give us some small margin for the price to reflect a portion of the increased cost which we know will be incurred in 1952's operations.

Some of the costs which we know will be substantially greater in the coming twelve months are as follows:

Depreciation. This item has continued to mount rapidly during the past few years, as old equipment is replaced with new equipment costing much more than the original machinery. In fact, our own depreciation costs have increased more than 200 per cent over depreciation per gallon five years ago, and are thirteen to fourteen per cent over one year ago.

Labor. We expect that labor costs will be up a minimum of five per cent this year over 1951 figures and, very possibly, this could be up even more nearly ten per cent. Our own labor cost per gallon is presently running about eleven per cent ahead of a year ago.

Supplies and Repairs. While repairs are controllable to some extent, we also know that there are necessary repairs that are not controllable, and certainly the cost of effecting these is going to be increased in direct pro-



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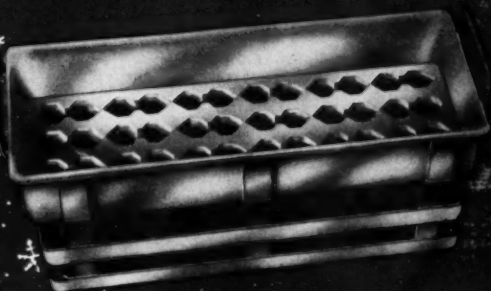
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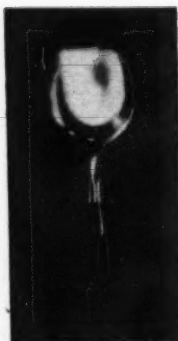
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portion to the labor market as well as building materials. Supplies themselves will probably not increase as fast as they have in the last two years, but I still feel that there will be a substantial increase in this item.

Containers and Packaging. Our own container and packaging costs are up thirteen and one-half per cent over a year ago.

Material Cost. The estimated material costs which I have cited previously would increase our cost per gallon by between nine cents and ten cents.

Miscellaneous Expense. Other items ordinarily considered relatively unimportant such as telephone and power, fuel, and water have increased to the point where they demand attention in this constant pressure on margins of doing business. Our own power, fuel and water expense is running slightly over fifteen per cent ahead of a year ago, and has more than doubled within a five-year period. Telephone expense shows a substantial increase over the previous year, and now forms a cost per gallon as substantial as taxes (except income taxes), licenses and insurance.

Volume. Last, but not least, I want to mention the item of volume, which probably has as much effect on our total per unit cost as any other one factor. New England markets as a whole seem to have a tendency toward decreasing gallonage, and if this should carry on through 1952 many of us would find ourselves in an extremely poor position, even without any addition of the out-of-pocket expenses that we have noted above.

Adjustment Essential

In view of this entire situation, we feel that it is extremely important, and should be the first order of business for us to get ceiling prices adjusted at the present time, both to take care of current ingredient costs as well as to hope that these new prices might help to offset a portion of the increased costs which we know are going to be incurred in this year's operations.

The actual machinery of filing new ceiling prices is relatively simple. General Ceiling Price Regulation pro-

vides that a letter must go from the seller to the Director of Price Stabilization, Washington 25, D. C., by registered mail, giving the following information:

1. Your existing ceiling prices and a description of the commodities.
2. The highest price you paid for a customary purchase of the pertinent commodity during the base period.
3. The new costs of the pertinent commodity.
4. The increased ceiling price.

The order also provides that in the case of increased cost of ingredients it is necessary to furnish computations which substantiate the conversion of the increased ingredient cost to the increase in the commodity ceiling price.

New Prices

In the case of ice cream this means that computations must be made and shown as to how much butterfat and solids-not-fat is actually contained in a gallon of ice cream. That amount multiplied by the actual increase in cost of each of these two ingredients added together, rounded off to the nearest cent and added to your base period ceiling price, would give you your new ceiling prices for the purpose of the order.

The new price may be put into effect at the time that the letter is mailed or any time thereafter.

In this statement of mine regarding OPS regulations, I have attempted only to give you practical interpretations and certainly any opinions that I have given should not be considered as being strictly legal. Any statements that I have made in this regard, however, we expect our own company will be guided by and, therefore, we have given them in good faith. However, I repeat that they are not strictly legal interpretations.

This article is based on a talk given during the recent convention of the New England Association of Ice Cream Manufacturers.

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Sanitary Code

from page 46

to make use of them. There is no desire on my part to overemphasize or exaggerate the difficulty of the problem, but those familiar with the situation agree that it is rather complex and that there is no simple, easy answer.

To illustrate my point let me quote from the preface of the Frozen Desserts Ordinance and Code recommended by the United States Public Health Service. It says, "This ordinance and code embodies the best information at present available on frozen desserts-control legislation, but it should be considered subject to change as improvements are developed." It further states, "Because of the nature of frozen desserts production and control, it is not considered wise, for the present at least, to recommend grading the product. This ordinance therefore provides for a grading of, or *minimum requirements* for, frozen dessert plants." It goes on to say, "It is expected that as quality control procedures for dairy products at their source are established in the other manufacturing branches of the dairy industry, it will be possible for more and more communities to adopt the form of the ordinance which provides for production control of ingredients."

These statements by the United States Public Health Service indicate that the drafters of the ordinance realize that we should make haste slowly, and I know this is also the feeling of many of our leading health officials and food technologists.

The problem of formulating a practical sanitary code for ice cream is complicated by the nature of the business. We have seasonal demands for dairy products that impose a heavy burden on the producers at one time during the year and a greatly reduced demand at other times. Some sections of the country are much more favorably situated with respect to an adequate supply of dairy products than others. There are regions

of constant surplus and others of shortages. Some areas are much further advanced in sanitary production and processing than others. For these reasons a complete over-all uniform code that would be equally effective and practical in all areas would be difficult to formulate and yet the need for uniform regulations and codes cannot be overlooked as those of us who operate under a dozen different milk ordinances are well aware.

Conflicting requirements between codes should certainly be eliminated as far as possible and we should attempt to do away with the burdensome duplication of inspection. We recently had inspectors from five regulatory agencies in our ice cream plant within three days, in spite of the fact that most of them were not operating under a definite legally adopted sanitary code. Some of these men admit that such duplication of effort seems rather foolish and I agree with them. Finally, we should try to avoid trade barriers and area restrictions which have been so troublesome in the market milk field.

The danger in moving too fast in formulating legislation is illustrated by the recent attempt of one state to put into effect a Grade A ice cream ordinance which I am told would have increased the cost of ice cream from twelve to fifteen cents a gallon; and which, because of the problem of an adequate supply of Grade A dairy products would not have been practical and probably not enforceable.

We can have no quarrel with the desire to constantly improve the quality of our dairy products. We heartily approve this aim but we must also be realistic enough to realize that we cannot reach Utopia overnight and no legislation hastily applied, regardless of the circumstances, will be effective.

Furthermore, sanitation with respect to dairy products alone is not the whole story. The subject of this paper is "What is a Practical Sanitary Code for the Ice Cream Industry?" and that must cover all phases of the industry. This is a big field. We have fruits, fruit juices, nuts, candy, eggs, and other ingredients to consider. I would call your attention to the efforts

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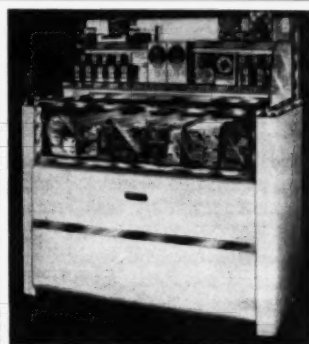
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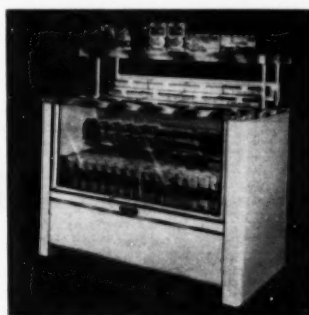
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of some ice cream companies to improve sanitary practices and personal hygiene in the strawberry fields and packing plants. This is a good practice and we need more of such efforts. Co-operation for improved sanitation in other allied food industries is also desirable. It is generally recognized that the dairy industry is far ahead of many of our other food industries in the matter of sanitation. Maybe it would be a good thing to bring them up to our level.

In the broad concept of ice cream sanitation we should also recognize that it is not sufficient to consider only ice cream plants or factories if a complete job is to be done. There are roadside stands and counter freezers to think about, and if a really thorough program is to be followed, certainly improved methods in the dispensing of ice cream must be given more attention. The work of the National Sanitation Foundation and other similar agencies has emphasized the needs along this line. It is a major problem by itself. It certainly doesn't make much sense to demand maximum sanitary precautions in producing ice cream in the plant and then subject it to questionable sanitary practices in serving it to the consumer.

I realize that we cannot hope to cover all the items which I have mentioned in one simple little code but these are things that we certainly must think about in a complete sanitation program for ice cream.

But aside from sanitation we must always keep in mind the economics of the situation. Some of us have heard recently about substitute fats and the competition they offer in our market. I will not elaborate on this subject except to make the understatement that some people are rather concerned about the situation. We certainly cannot afford to apply untimely legislation that may increase costs to a point where they will may price us out of the market.

In my remarks up to now I have been trying to point out what has been done in sanitary ice cream legislation in the past and where we stand today including some of the problems involved in drafting further codes and the dangers to be avoided. I realize that as

yet I have offered little in the way of a specific program to be followed and I repeat that I cannot spell out in detail a complete program that will cover all phases of the broad question of ice cream sanitation.

As I have indicated previously there seems to be a rather definite consensus among those who have given the matter much thought that it is a fairly long time educational program that needs to be worked at constantly.

Now to get down to cases, I would like to tell you something about what has been done in this direction in the State of Wisconsin. Our program while not fully complete, nevertheless does represent a co-operative and co-ordinated effort already working toward the final goal.

A few years ago some of us interested in dairying were instrumental in forming the Wisconsin Dairy Federation. This organization is made up of representatives from all segments of the dairy industry. The list of members includes milk producer organizations, milk dealers, ice cream manufacturers, butter and cheese plant operators, and people from the condensed and dry milk industry. It also takes in the Farm Bureau, the Orange and other farmers organizations as well as representatives from the State University, State Department of Agriculture, and the State Board of Health. Some of the members of the Federation represent manufacturers of equipment and supplies for the dairy industry.

The purpose of the Wisconsin Dairy Federation is to promote the welfare of the dairy industry in Wisconsin. The thought behind its organization was that by a united effort directed along certain lines we might be able to accomplish more for the dairy industry in our state than would be possible by individual efforts scattered in a number of different directions. It was felt that the federation by its united effort could render a service to the dairy industry by sponsoring projects which would be universally accepted and promoted by all concerned with its welfare.

One of the first projects undertaken by the Federation was to formulate a set of Minimum Standards and

Regulations to "Prevent the Sale of Unsanitary Milk and Cream." This was done at the request of the State Department of Agriculture. A committee was appointed by the Dairy Federation and after months of consultation, review, and revision these standards were finally presented to the State Department of Agriculture by the directors of the Federation. A series of open hearings was held by the Department of Agriculture in at least five localities throughout the state. The hearings were open to all who had an interest in the proposed standards. After the hearings had been held and the testimony gathered, the minimum standards were again reviewed and revised. They were finally put into effect by the Department of Agriculture in November, 1949 and they are now operating to improve the quality of milk produced on Wisconsin farms. The Department of Agriculture is trying to be practical and fair about the enforcement of these standards, realizing that some educational work must be done along the line. Although there have been those who would detract from the value of these standards, I think it can be safely said that the program is working out successfully.

After the minimum standards for sanitary milk production were adopted by the State Department of Agri-

culture, the department asked for similar minimum standards for dairy plants. Again the Wisconsin Dairy Foundation appointed a committee to draw up general minimum sanitary standards for dairy plants and also appointed a committee to draft specific minimum sanitary standards for milk plants, ice cream plants, cheese factories, butter plants, and evaporated and dried milk plants. In case of the dry milk plants the specific standards were those recommended by the American Dry Milk Institute and applied to items not covered by general minimum plant standards. In the case of evaporated milk the specific standards were those contained in the Evaporated Milk Association Standards Code and again they applied to items not specifically mentioned in the general minimum plant standards. In the case of ice cream plants, the general minimum sanitary standards for all dairy plants again applied, but specific sanitary standards were formulated to augment these. These specific standards were based largely but not entirely on the Frozen Desserts Ordinance and Code recommended by the U. S. Public Health Service with certain revisions, deletions, and other changes which were thought to be desirable.

Please bear in mind that like the U. S. Public Health Frozen Desserts Ordinance and Code these standards represent *minimum requirements*. They apply to such items as: Plant construction and equipment design, miscellaneous protection of products from contamination, toilet facilities, insect and rodent control, water supply, construction and repair of equipment. They specify Three A standards for all new equipment and include items pertaining to plant operations, such as the proper disposal of wastes, cleaning and bactericidal treatment of containers and equipment, storage of milk products or mix ingredients. Proper pasteurization is covered as is freezing and packaging. Standards are established for personnel health and hygiene. There are many other items but these indicate in a general way the character of the code.


The minimum sanitary standards for dairy plants in Wisconsin will be handled in a similar manner to the minimum sanitary standards for milk production. They are now ready to be turned over to the State Department of Agriculture and the same procedure will be followed as was previously carried out. They will be subjected to public hearings and then to further review and revision before final adoption.

I offer the Wisconsin plan not as a perfect and complete program but I believe it does represent a definite step in the right direction. The co-ordination and co-operation of various groups whose interests are concentrated in a unified objective seems logical and sound. I recommend the procedure employed in developing these standards as worthy of your consideration.

This article is based on a talk given during the recent convention of the International Association of Ice Cream Manufacturers, held in Detroit, Michigan.

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Samples? Certainly!

Olympic Milk

from page 59

freezer, another at the filling machine and the third at the wrapping table.

Materials for the production of the "Long Treat" sandwiches were provided by Le Roy Foods, Inc. Included were the boxes which accommodate two dozen sandwiches each, glassine paper bags and cardboard accessories. The sandwiches are produced at the filling machine without removing the individual wrappers or the wafers from the boxes. After being sealed, the boxes are stamped "open other end" so that dealers may remove the sandwiches with the closed end "up." This is said to facilitate handling at the retail level.

"Home-Pack" Quart

Always on the lookout for unusual products, Olympic expects to start production soon on a "home-pack" quart package. This will consist of eight slices of ice cream, wrapped individually in a quart package. The ice cream will come in one or two-flavor portions. Possibly, a half-gallon carton designed for home consumption and containing sixteen individual slices will also be added.

While Olympic Milk Products Corporation, which manufactures ice cream exclusively, already has 250 varied retail outlets, Mr. Vourderis predicted that that number will be doubled by July or August. Olympic maintains distributing branches in New York City, the Bronx and Jamaica—a total of four. Four new Amerio refrigerated trucks deliver the ice cream to the retail stops and to the distribution centers.

Brand Names

Brand names maintained by Olympic are "Excellent" and "American." The former is used primarily for the bulk line while the latter is associated with the novelties and specialties.

While the firm sells ice cream to a great variety of retail outlets, including restaurants, drug stores, grocery stores and similar establishments, a substantial volume results from sales to merchant ships that visit the port of New York.

Officers and executive of the Olympic Milk Products Corporation include, in addition to Mr. Vourderis, James Poll (President) and Constantine J. Critzas (Sales Manager). The plant and offices of the ice cream concern are located at 101-22 45th Avenue, Corona, Long Island, New York.

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this Insulated Bag now?



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Hardening Tunnels

from page 56

flat sides. Now this makes a more attractive package and one that is easier to stack.

Contact freezers, however, also have disadvantages. For one thing, only flat sided packages can be handled. You may be able to dream up some contact plates which are grooved out, for example, to take cylindrical packages or which might even be formed to take the breast and wings of a chicken, but frankly, I don't think such an arrangement would be very practical. Furthermore, packages of two different thicknesses could not pass between the same sets of plates simultaneously because the thinner package then would only touch one of the plates. This means that a contact type freezer couldn't be used, for example, for cups, cones, and many other kinds of novelty packages. You could only handle rectangular packages. There cannot be any raised rim, or something of that sort which would hold the surface out of contact. In contrast, you can put any shape or size package on a conveyor just so long as you have sufficient clearance for it to pass through the tunnel. Finally, a continuous contact type freezer is, I believe, somewhat more complicated than a conveyor in an air-blast tunnel, from a mechanical viewpoint. Nevertheless, a quite large percentage of other frozen foods are processed on contact type of freezers though mostly of the batch type, and we should not, therefore, by some snap judgment, call this type of freezer impractical.

Limitation On Package Size

There is a very definite limitation on the size of packages suitable for quick hardening. If we consider the blast air temperature and air velocity or the surface temperature of a contact freezer as staying constant, then the hardening time varies as the square of the thickness of the package. If we double the size of the package, that is, double its thickness, the time is two times two or four times as long. If we compare a pint brick $2\frac{7}{16}$ inches thick, which takes an hour to harden, with a can $8\frac{1}{2}$ inches in diameter, it should take more than twelve hours for the can. Actually, a cylindrical volume is a bit more favorable for freezing, and that twelve hours might be reduced to ten, but even that is a very long time to keep a package on a conveyor in a hardening tunnel.

Look at it another way! Suppose that we have been handling pints through a tunnel, and satisfactorily hardening them in one hour! Now supposing we want to go to some larger package, let's say a gallon, and suppose that package would be twice as thick as the pint. NOW, with twice the thickness we should be able to get roughly twice as much product on the con-

veyor at one time. In other words, twice as much in gallons than in pints, but with twice the thickness it takes four times as long to harden, so if we want to harden that large a package to the center just as well as we handle the pint package, then we've got to cut the conveyor speed to $\frac{1}{4}$, and, since it is loaded *twice* as heavily, we have actually cut our production in two. It is obvious that tunnel hardening is primarily suitable for small packages. Some people do put only a hardened shell on large packages.

You may wonder why we use a hardening tunnel at all. What can you do with a hardening tunnel that you can't do just as well in a hardening room?

Speed Makes Smoother Product

You can harden faster in a tunnel. It is a well known fact that ice crystals grow larger with slow freezing than they do with rapid freezing. Therefore one can expect the more rapid hardening to give a smoother product. I have heard many ice cream makers say that they do not want a product smoother than what they are already making. I don't intend to argue that point. Let's say that the product will be smoother and let it go at that.

Tunnel hardening is a continuous process which ties in well with the continuous ice cream freezer and the filling machine. It is not, however, ordinarily possible to carry this continuous process to the logical conclusion of a straight line flow from the freezer to the delivery truck. I don't believe we can ordinarily get rid of the storage rooms unless the ice cream is made at night and loaded directly on the trucks. Some storage for fluctuation in sales and to take care of different flavors will always be needed but a great reduction in hardening room size and some labor saving is possible.

When completely hardened, ice cream is brought into the storage rooms, or hardening rooms, it may be stacked solid. There is no reason for providing air space between packages to allow air circulation since it is not necessary to abstract any more heat from the package. On a square foot of floor space, exclusive of aisles, in a stack six feet high, we can put forty-five gallons in rectangular packages stacked solid. With cylindrical packages in a similar stack, we can only get about thirty-five gallons per square foot. Now in contrast, when we bring in soft ice cream to be hardened in the hardening rooms, we might stack it about fifteen gallons to the square foot. It is obvious therefore that with a tunnel a very much smaller storage room is required, or, if in an existing plant the hardening room is too small and cannot be conveniently enlarged, a tunnel may be the practical way to increase the plant capacity. Of course, with a small hardening room, packages may be restacked after hardening, but you know what that means in labor.

With a tunnel, the hardening is quite uniform over all packages, and is not dependent upon the human

element in attacking too close, nor is it affected by dead spots in the hardening room.

Hardening in one hour at the production rate of the freezers as compared to the conventional hardening room process may mean peak refrigeration loads for this part of the work of as much as four times as for slow hardening and because of the lower temperatures (except perhaps without contact freezing) there will not only be higher peak electric loads but also greater HWH consumption.

A discussion of low temperature refrigeration as required by hardening tunnels quite logically brings us to a consideration of booster compressors and booster systems.

In a simple refrigerating system, liquid ammonia passes to the cooling coils, where it is evaporated into a gas. The gas is removed by the compressor, and the pressure is raised to where the ammonia can be liquified by the cooling water to bring us back to the point in the cycle where we started from.

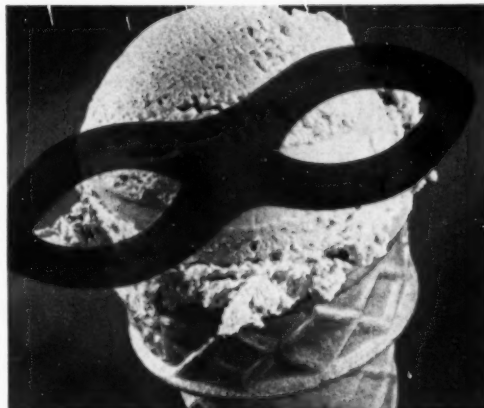
In contrast, the booster or compound system has two compressors. The booster takes gas from the evaporator and instead of compressing it to full discharge pressure, it compresses it only part ways up and the second stage compressor picks up the partially compressed gas and pushes it in to the condenser to be liquefied. Between the two compressors is an intercooler where the hot discharge gas from the booster is cooled down before passing to the second stage machine. In this same intercooler, the liquid is cooled down before it goes into the cooling coil.

Such a booster or compound system is more efficient than a simple system, that is to say, it takes less horsepower to produce a ton of refrigeration with the booster system. However, this is not the most important reason for boosters.

Compression Ratio

You have probably noticed that when an ammonia compressor gets hot, the discharge pipe gets hot. Maybe you have noticed that the compressors which operate at high suction temperature and high suction pressure, for instance on your milk load, do not get nearly as hot as the compressors which operate on your low temperature work, that is, on your ice cream work. This is perfectly natural because the more you compress a gas, the hotter it becomes.

We engineers talk about the compression ratio—that is the discharge pressure divided by the suction pressure both expressed in pounds per square inch absolute which is the gauge pressure plus fifteen pounds. For example, compressing from five pounds to 185 pounds gauge would be the same as saying from twenty pounds to 200 pounds absolute and that would be a compression ratio of ten, that is, 200 divided by twenty. A compression ratio of ten, incidentally, is just about the limit for which most manufacturers like to recommend



No Flavor Masking

when you use
Sweetose as an
Ice Cream Sweetener



Don't take chances with over-powering sweeteners that smother and mask the delicate, rich flavor of your ice cream. Use *Sweetose*... the new Staley enzyme-converted corn syrup that gives you twice the sweetness, three times the fluidity of ordinary corn syrup! Water-white and crystal-clear, *Sweetose* adds no other flavor than sweetness... never masks even your most delicate fruit flavor. Favorite with more and more ice cream manufacturers who have discovered its many unique advantages, *Sweetose* offers:

- Improved Body
- Easier Handling
- Better Texture
- No Flavor Masking

Try *Sweetose* in your ice cream. Then make a taste test and you'll know why ice cream makers who appreciate the sales appeal of full, true flavor are making *Sweetose* a "must" in their formulas!

Sweetose®

—the patented enzyme-converted corn syrup



WRITE DIRECT OR
ASK YOUR SUPPLIER
FOR DETAILS.

A. E. STALEY MFG. CO.
Decatur, Illinois

compressors. High temperatures are hard on compressors. They burn up the oil in the top of cylinders so that lubrication is destroyed. They take the strength out of the valves resulting in premature failure. I think every one of you who has operated single stage compressors on ice cream plants knows that these machines take an extra beating and that they don't last as long and cause a lot more trouble than the machines operating at the higher suction pressure of a milk plant. Now when we use a booster with intercooling, we reduce the temperature on both compressors. We cut out that high heat with the result that the compressors operate a lot better and require less service and will last considerably longer. That to my mind is the principal reason for booster operation. You will also find that with a booster, it is a lot easier to get those low temperatures. The capacity doesn't fall off so fast when you want to reach down just a few degrees more.

You will recall that I stated that a ten to one ratio is as high as you should go with single stage compression. You might suppose that with smaller compression ratios than the ten to one, you wouldn't resort to this complicated booster system. That's exactly where you are wrong. Even at ammonia temperature as high as zero degrees, or even plus five degrees, for the larger size plant you will find it is cheaper in first cost to

THE SAVOR "cino" FLAVOR

NEW 1952 LINE

FLAVOR-COLOR CONCENTRATES FOR WATER ICE NOVELTIES

Exceptional quality. Will cost you only 62 1/2¢ to flavor and color 1,000 pieces. ALL FLAVORS.

Write for samples — each sufficient to make 30 gallons of mix, but be sure to mention kind wanted.

THE CINO CHEMICAL CO.
412 ELM STREET CINCINNATI 2, OHIO
Our 28th Year of Fine Flavor Manufacture

install a booster system than it is to install a single stage system, and while at these lower compression ratios the single stage machine should run well, we still have the same advantage of cooler operation for the booster plant and I feel there is still even at these higher operating temperatures, an advantage in better, more trouble-free compressor operation.

Now, when you can get all of this for less money, and then even save power to boot, there isn't any good reason to stay away from two stage operation.

When it becomes necessary to enlarge a low temperature plant which is now operating at single stage, the cheapest method is to install a booster and use some of the existing single stage machines for the second stage. You see, size for size, these booster machines are less expensive than single stage machines. That is because we take the crankcase, the crankshaft, connecting rods, etc. of a single stage machine and we mount larger cylinders, and use larger pistons on this crankcase. We convert it into a considerably larger machine. Inasmuch as the booster compressor doesn't pump against such a high pressure, we can use these larger cylinders and yet not load up the bearings and shaft, etc. to the degree that we do in a single stage machine. In other words because a booster machine is built for lower pressures, it is a lighter machine, and it is less expensive.

Generally, when the old plant is bursting at the seams and yet you've got to enlarge, when there just isn't any available space in the engine room for additional machinery, the multi-cylinder boosters and the multi-cylinder ammonia compressors are so much more compact than the older style two-cylinder machine that it is frequently possible to squeeze in that extra machine by using one of these newer type multi-cylinder ones and even where that is impossible, you can take out one of the existing compressors and install in this same floor space, a machine of very much larger capacity.

This article, by the Chief Refrigerating Engineer of the Creamery Package Manufacturing Company, is based on an address given during the recent convention of the Southern Association of Ice Cream Manufacturers.

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Time Tested

Amerio REFRIGERATED BODIES



Plan Now

that the Amerio Proven Performance Refrigerated Body be your next buy. Enjoy the utmost in refrigerated transportation.

Self-Contained Dry Ice Ammonia
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REFRIGERATING EQUIPMENT CO., INC.
128-36 Forty-Fourth St. Union City, New Jersey

"Serving The Better Buyers"

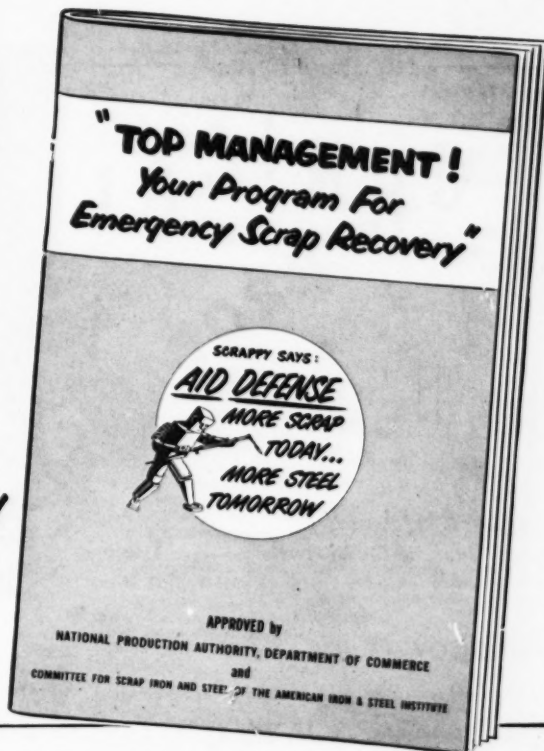
REFRIGERATED TRUCK BODIES

DRY ICE EQUIPMENT

AMMONIATED REFRIGERATED EQUIPMENT

What YOU can do... Must do

*to ease the critical
iron and steel
scrap problem*



It's a problem calling for the assistance of every thoughtful business man—now.

Unless the steel mills get more scrap... furnaces may have to be shut down.

Shut down—at a time when our armed forces need more and more equipment... when civilian demands for steel are greater than ever... when our economy is fighting desperately against inflation!

You Can Help. Yes... regardless of the business you're in... you're in the scrap business, too.

If you're in the steel-fabricating bus-

iness, you have extra *dormant* scrap to be added to your *production* scrap.

If you're in any other business, you surely have idle metal that will do you—and America—more good being fed into furnaces than cluttering up your premises.

Write for Suggestions. The booklet shown here tells how to set up a Scrap Salvage Program with least amount of effort and minimum interference with your regular operation. It tells where to look for scrap, what to do with it when you get it.

You are urged to send for the booklet

now. Use the coupon.

FACTS ABOUT SCRAP SALVAGE

Steel production 1950 — 97,800,000 net tons
Estimated capacity 1952 — 119,500,000 net tons
Purchased

scrap used* 1950 — 29,500,000 gross tons
Estimated purchased
scrap requirement* 1952 — 36,200,000 gross tons

*All consumers

Where will the extra tonnage come from? Mostly from your *dormant* metal—obsolete machines and structures, tools, jigs, fixtures, gears, wheels, chains, track.



*This advertisement is
a contribution, in the national interest, by*

ICE CREAM FIELD

NON FERROUS METAL NEEDED, TOO:

Advertising Council
25 W. 45th St.
New York 19, N. Y.

Please send me a copy of the free booklet: "Top Management: Your Program for Emergency Scrap Recovery".

NAME.....
COMPANY..... TITLE.....
ADDRESS.....
CITY..... ZONE..... STATE.....

TECHNICAL PROBLEMS



By DR. C. D. DAHLE
Technical Editor, Ice Cream Field

Soft Mix Formula?

Please send two copies of your bulletin #277, "Commercial Ice Cream Manufacture."

If this bulletin does not show a suitable low-fat soft ice cream mix formula that can be sold soft and also can be hardened acceptably, please suggest one.

The formula we use does not harden acceptably. It becomes icy and tasteless.

Answer

I am having two copies of Circular 277 sent to you. This bulletin does not contain any low fat soft ice cream because the low fat formulas are not legal in Pennsylvania unless they contain at least 10% butterfat.

You can make a good low fat product by using around 4 to 6% butterfat, 13 to 14% solids-not-fat, 14% sugar, and enough stabilizer to give you a smooth product. This product may have a tendency to become sandy if held in a hardened condition for any great length of time, unless the cabinets are set quite low.

Agitated By Agitator?

We are questioning the use of a mixer in our cream mix storage tanks.

We have a mixer with a motor speed of 1750 rpm's which turns the agitator at the rate of 450 rpm's. We store our mix in two stainless steel tanks in a holding room which is cooled at 28 to 30 degrees which is just above freezing for our mix.

Previously we have been stirring this by hand and then only gently. This method seemed to work very well and we only discarded it because of the inconvenience.

To further background our product, we will state that we run this through our pasteurizer for thirty minutes at 160

degrees. We then homogenize at 2000 lbs. for the first stage and 500 lbs. for the second stage. We then run it through the cooling coils to cool it to 34 degrees. It is then placed into the holding tanks. Before pumping it to the freezers we use this agitator for just a few minutes. This mix is stored in these tanks for from overnight to two or three days.

It appears to us that the agitation is too severe. It seems to whip too much air into the mix and forms air bubbles throughout. It is our opinion that the mix should not be stirred too severely during the time that it is aging.

What is your opinion about this? Can you tell us what the effect of agitation is on our mix during the aging period?

We are going to give you our formula and ask that you give us your opinion on this too. It is as follows:

10.5 Solids, 30% Cream, and 36% Condensed Milk.

Ingredient	lbs.	Fat	S.S.	Sugar	T.S.
Cream	1687.2	506.16	107.29		613.45
Skim	950		85.50		85.50
36% Cond.	581		209.16		209.16
Sugar	380			380	380.00
Dextrose	190			190	290.00
Stabilizer	12				12.00
	3800.2	506.16	400.95	570	1490.11
Fat 13.31%		S.S. 10.5%	Sugar 14.99%		T.S. 39.21%

One more question. Can you give us a formula for a 5 to 6% ice milk and is it legal in Wisconsin?

Answer

Inasmuch as your mix is homogenized, you do not need to use a mixer for more than just a few seconds. I doubt if the amount of air you whip into the mix is of much conse-

Address your technical questions to Dr. C. D. Dahle, % Ice Cream Field, 19 W. 44 St., New York 36, N. Y.



quence anyway, but ten or fifteen seconds of agitation will do a good enough job on your homogenized mix.

Your mix is very well standardized and should result in a good ice cream.

I am listing below a formula for ice milk testing 6% fat. As to its legality in Wisconsin, I suggest that you contact the branch of your state government which controls standards for ice cream.

ICE MILK MIX

30% Cream	20.00
Cond. Skimmilk	22.00
Skimmilk	42.65
Cane Sugar	10.00
Corn Sugar	5.00
Stabilizer	.35

100.00

16 Per Cent Formula?

I would like a 16% fat formula for ice cream, one to include egg yolk, and one without.

Answer

In your request for 16% formulas, you have not mentioned the materials available for supplying the various solids of the mix, except that you do mention egg yolk. I assume this will be dried egg yolk.

Therefore, below you will find two formulas for mixes, one containing egg yolk and one in which the egg yolk is not included. These will be made from 40% cream, 28% condensed skimmilk, and skimmilk. They will test approximately 16% fat, 10% serum solids, 15% sugar, and I have included 0.3% stabilizer which, of course, will have to be adjusted to suit conditions.

	With Egg Yolk	Without Egg Yolk
40% Cream	40	40
Skimmilk	23.9	24.0
Condensed Skim.	20.3	20.7
Sugar	15.0	15.0
Dry Egg Yolk	0.5	0.0
Stabilizer	0.3	0.3
	100.0	100.0

Coarse Product?

Enclosed is a list of the ingredients that we are using in a 200-gallon batch of ice cream mix. I am not entirely satisfied as I think the finished ice cream is just a little rougher than

it should be and would like you to recommend any changes that you think might be necessary to improve this ice cream.

We are using a continuous ice cream freezer. The composition of the mix is as follows:

270 quarts	40% Cream
252 "	Skimmilk
200 "	Plain condensed milk, 30% solids
100 lbs.	Liquid corn syrup
232 lbs.	Cane sugar
5 lbs.	Stabilizer

Do you think that our trouble may lie in the stabilizer? Also, do you think we would get better results by using egg yolk?

Answer

In going over your mix figures, I find that you have a mix which should result in a good body and texture. Your mix tests as follows: 13.2% fat, 10.4% serum solids, 16.6% sugar solids, and 0.263% stabilizer.

The coarseness is probably due to the fact that you are not using enough stabilizer. I would suggest that on your next mix, you use 0.3% stabilizer and if this is not enough, use 0.32% stabilizer. I am quite sure that you will overcome a considerable amount of your difficulty by increasing the stabilizer.

I am assuming, of course, that you are freezing the ice cream stiffly enough and getting it into the hardening room as quickly as possible without any melting, and that your hardening rooms and cabinets are set low enough. The hardening room should be at least —15 to —20° and the cabinets should be set low enough so that the ice cream does not become soft.

FOR RETAIL DELIVERY

of Ice Cream, Butter, Cheese, Frozen Foods



TOWN ICE CREAM CONTAINER

The Town Ice Cream Container makes door-to-door delivery of ice cream practical and efficient. With only five to seven pounds of Dry Ice, it keeps ice cream hard-frozen over a ten-hour period. Tested and approved by leading dairies. Cork insulated. Metal exterior and interior. Forty-quart capacity. Write for specifications.

TEC CORPORATION

1325 North Capitol • Indianapolis, Indiana

New Products

RESCOR DEFROSTER

1



A new method of defrosting low temperature equipment has been made available to users of home or farm freezers, soda fountains, ice cream and frozen food cabinets. The new method is the Rescor patented flush defroster which now is being used by leading chain stores to clean their own low temperature equipment regularly without shutting down the equipment.

Reported advantages to the user include time and labor savings; savings of up to fifty per cent on electricity wasted by thick ice coating; removal of all foreign matter and odors from cabinet or soda fountain interiors; less running time (therefore less wear and tear on compressor); and more uniform temperature at lower operating costs.

As illustrated, the Rescor defroster, attached to tap water, quickly flushes down the accumulation of frost or ice coatings on the interior walls of store or home equipment. A twist of the valve siphons the accumulated water back to the sink drain.

Detailed information and use instructions may be obtained from the manufacturer.

FRIGIDAIRE CASE

2

To meet the increasing popularity of frozen foods and packaged ice cream, Frigidaire Division of General Motors has introduced a new self-service frozen food display case for use in all types of food stores, featuring a "flowing cold" cooling principle.

The new case has a storage capacity for 350 quarts of ice cream or up to 1,000 frozen food items and is eight feet in length. It is claimed that even the exposed top layer of packages are held at temperatures of zero degrees or below. Frozen merchandise can be shown in large quantities with a clear view of the arrangement, due to the spacious open-top and glass-front design, the manufacturer reports.

The new case is all-steel construction throughout, with white exterior finish and stainless steel trim. The Thermopane glass front extends the full length of the case. Two fluorescent tubes are located underneath the front rail, causing a flood of light to illuminate the merchandise. Available as

accessory equipment is an illuminated superstructure with six full-color pictures and two rows of molding for price and item slides. This superstructure is ninety-six inches long and extends 20½ inches above the top of the case.

The "flowing cold" cooling is provided by three evenly spaced fans, located in the lower coil section below the display, that cause air to flow gently through the full-length fin and tube type cooling coil. Part of the cooled air travels up a back flue to the top of the case where it cools the back of the display section. Part of the air travels underneath the display compartment cooling the bottom of the display section. The remainder of the air travels up through the vertical dividers cooling the sides of each display section. All the air is then circulated across the top and down the front flue cooling the top and front of the display. Fully automatic defrosting is accomplished by a simple electric defrost system. Condensate removal is accomplished either at the front or back of the case.

Additional information, literature, and prices are available on request from the Frigidaire Division.

SEALRIGHT CONTEST

3

Sealright Company, Inc., announces its thirtieth annual national advertising campaign. The 1952 campaign to help the sales of ice cream manufacturers using Sealright containers and cups is

INFORMATION PLEASE

Your Firm Name

Address

Your Name

Your Title

To New Products Department,
Ice Cream Field
19 West 44 Street
New York 18, N. Y.

I would like to know more about the following New Products mentioned in the March issue.

(Print Identifying Numbers)

☐ ☐ ☐ ☐ ☐ ☐



based on an ice cream snapshot contest.

The campaign is arranged so that the ice cream manufacturers take it over as their own promotion over their own names in their own territories while Sealright supplies the national advertising for the contest, along with the prizes.

Contest prizes will total \$13,000 in value. The grand prize is an all-expenses-paid Grace Line Caribbean cruise for two with shore excursions at the West Indies glamour ports.

There are seventy-five other prizes. The grand prize winner will receive also an Ansco camera and \$500 worth of matched Platt luggage for the Caribbean trip.

The snapshot contest is to start on May 10 and continue through July 31. Promotion of the contest will be conducted in a concentrated Sealright schedule in *Collier's*.

Along with the national advertising and the prizes, Sealright has prepared the materials for local promotions. Included are counter and soda fountain displays (see accompanying photo) for the ice cream manufacturer's package, entry blanks for the contest for free pick-up, a series of advertising mats for newspapers, and contest streamers for back bars, stores, and for delivery trucks. Singing commercials and spot announcements for radio are also available.

Recognizing that full value of the contest for the manufacturer depends upon the aggressiveness of his route salesman in putting it over, Sealright this year will provide prizes and other incentive material for them.

The rules of the contest say that snapshots entered should be not more than three by five. Technical photographic excellence does not matter, the contest instructions say. What matters is the "amusing and heart warming human appeal that can be shown in the happiness of people, large and small,

when they are eating ice cream. In that mood they are natural subjects for a prize winning snapshot," say the Sealright advices on the contest. Professional photographers are excluded from the contest.

Contest snapshots are to be accompanied by a filled-out entry blank obtainable at any of the manufacturers' dealers. Entries are to be accompanied also by a Sealright sanitary trade mark clipped from any ice cream container or cup. Contestants are asked also to

complete in ten words or less a sentence starting, "I enjoy ice cream because . . ."

The contest will be judged by the professional judging firm, R. L. Polk & Company, and by a panel of art experts. This will include a board of advertising art directors and the art editors of *Collier's*.

SWEDEN MACHINES 4

A line of five-gallon fountain freezers designed to meet the needs of larger

FOR **LOW-COST** ICE CREAM DELIVERIES

SHAMROCK

HINGED-DOOR

TRUCK REFRIGERATORS

- ★ **SAFE PROTECTION** plus low cost for your ice cream deliveries.
- ★ **PORTABLE** — just slide on or off your light-weight trucks.
- ★ **3-INCH CORK INSULATION** used throughout.

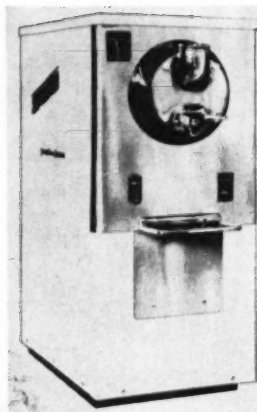
Shamrock Truck Refrigerators are scientifically right—backed by more than 25 years experience of Meese, Inc., in manufacturing cork-insulated shippers for the ice cream and frozen food industries!

One low cost for a Shamrock Truck Refrigerator is your *only* cost! No repair bills . . . no mechanical service . . . as required for expensive refrigerated trucks. Shamrock Truck Refrigerators give you a flexible delivery method that is adaptable for every need. They are made in 5 standard sizes—or in special sizes to meet your needs.

Write for complete information and prices!

Manufactured by **MEESE, INC.,** Main Office and Plant
MADISON, INDIANA

SALES OFFICES . . . NEW YORK—37 W. 43rd St., Tel. MU 2-1437 • CHICAGO—R. M. Thorsen, 1400 Lake Shore Dr., Tel. Whitehall 4-4180 • ATLANTA—4403 Jefferson St., Chamblee, Ga., Tel. 7-2430 • FORT WORTH—V. M. Hooton, 717 Ayers St., Tel. Lockwood 6564 • SAN FRANCISCO—c/o Glenn B. White & Assoc., Merch. Mart., Tel. 1-5204 • LOS ANGELES—c/o Glenn B. White & Assoc., 1151 So. Broadway, Tel. PR 4169. Contact our nearest sales office.



fountains, restaurants, schools and drug stores is announced for 1952 by Sweden Freezer Manufacturing Company, with word that production on the new models already is well under way.

Among them is the Model 1-98, a heavy duty hard ice cream freezer that can be placed in a busy store or in a dairy plant area. This freezer has a capacity of five gallons per batch and a freezing time of seven minutes. It is equipped with an extra heavy duty dasher and refrigeration unit and has pushbutton motor starting switches. Although primarily planned for hard ice cream production, the Model 1-98 also will make all types of soft-served product.

Designed especially for volume production of the soft-served product is the Model 1-99, a light duty, batch freezer equipped with automatic controls (see illustration, above). This machine has a capacity of five gallons per batch and an approximate freezing time of ten minutes.

In contrast to this machine is the Model 1-200, a heavy duty automatic continuous freezer with a five-gallon head that has a capacity of twenty-five gallons an hour. Foot switch controlled for "hands free" serving, this Sweden freezer is a heavy duty machine designed to meet the demands of roadside stands and all commercial establishments.

CATALOG SHEETS

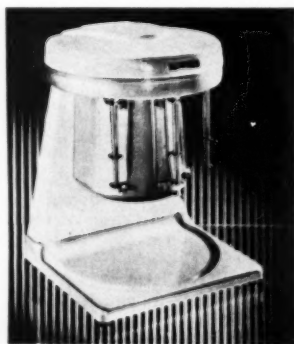
William Melish Harris & Associates announces that two catalog sheets are now available on the "Plastikolor-Pix" ice cream cabinet-top merchandiser. The catalog sheets describe in detail

each of the two superstructures which are made to fit any ice cream cabinet. Each superstructure merchandiser may be quickly and easily installed on any open type or standard ice cream cabinet. The "Plastikolor-Pix" are interchangeable and no glass mountings are needed. These catalog specification sheets containing all necessary information and prices are available on request.

3-SPINDLE MULTIMIXER 6

A new three-spindle Multimixer has just been unveiled by Prince Castle Sales Division, Inc. This new Multimixer-3 has most of the features of the Multimixer-5 spindle model, and is designed for every fountain, no matter how many mixers or mixer stations are needed.

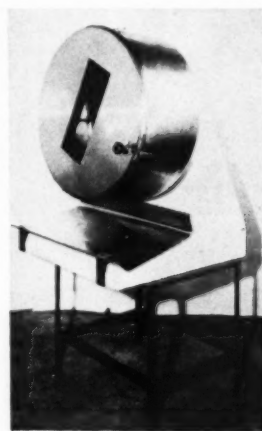
Multimixer-3 has a G.E. induction ("professional" type) motor requiring no brushes or commutator. This reduces maintenance and service costs to a minimum, according to Ray Kroc, President of Prince Castle. A constant mixing speed of 11,000 r.p.m.'s assures well-blended drinks regardless of load, it is claimed. Multimixer-3 makes from one to three drinks at a time; each spindle operates individually, only when drinks is in place.



The new mixer has a modern housing with a combined enamel and Hammett finish. Both the new Multimixer-3 and Multimixer-5 are available in green, black, ivory, and cola red.

"JUNIOR" ROTO KOTER 7

Wood and Selick, Inc. has placed on the market a table model Roto Koter for the manufacture of coconut-coated ice cream bars. This "junior" model is capable of producing 4000



dozen units per eight-hour day. It is approximately half the size of its larger counterpart, and may be moved easily and mounted on any convenient production table. This model is available with or without a stand. Demonstrations currently are being conducted in various ice cream plants throughout the country.

CABINET BOOKLET 8

Anheuser-Busch, Inc. has issued a booklet entitled "How To Sell More Ice Cream" which offers helpful merchandising hints on the effective use of ice cream cabinets. In addition, illustrations and specifications of 1952 models of Anheuser-Busch refrigerated cabinets are contained in the booklet, copies of which may be obtained on request.

FREEZER MANUAL 9

Preventive maintenance as a technique for eliminating the need for costly replacement and repairs on Vogt continuous freezers is the theme of a new, twelve-page maintenance manual just released by Cherry-Burrell Corporation.

Ice cream manufacturers are expected to find this manual of value in relocating freezers in the plant and in impressing new employees with the importance of correct maintenance procedures.

The manual contains the answers to the following questions, and others: Why shouldn't the freezer suction line be connected to the suction line from a brine tank or a batch freezer? Why is it likely that soft ice cream will re-

sult if the cylinder is not full of mix before the refrigeration valve is opened? What are the proper steps to take to clean oil from the outside of the freezing tube?

APRONS 10

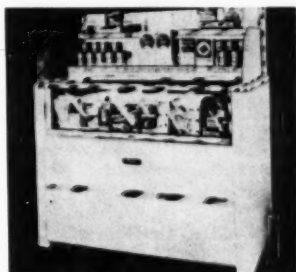
Carson Glove Company, manufacturer of work gloves and fabricator of plastic film products, is now making a complete line of protective aprons for dairy use, it has been announced by T. Carson O'Connell, President of the sixty-five year-old firm.

Although Carson Glove Company has been producing plastic industrial aprons for some years, no thought had been given to their use in dairies until a local dairy, having run out of aprons, purchased some Carson aprons as a stop-gap. Convinced that other dairies would welcome these plastic aprons, the glove firm made a special study of dairy needs. This resulted in a widened range of weights and sizes to cover all the requirements of dairy operation.

Carson plastic aprons, which are being marketed under the trade name of

"Plastiprons," are made exclusively of Vinylite. All edges of the aprons are electronically bound or hemmed for extra strength.

ESKIMO DAIRY CASE 11



Eskimo Cooler Corporation has placed on the market a new dairy case, according to A. T. Tsoumas, Vice President of the company. This dairy case is fifty-six inches long and thirty inches wide. It is refrigerated by means of forced air and is designed to maintain even temperatures at all times.

The entire front is of floating thermopane to avoid fogging, and to permit a clear view from all angles. The superstructure is designed to display related items.

MERRITT CIRCULAR 12

R. K. Merritt and Associates has issued a circular which describes the firm's line of merchandising superstructures and transparent lids. Both the circular and full particulars as to specifications and prices may be obtained on request from the manufacturer.

COMPANY BROCHURE 13

British Glues and Chemicals, Ltd., parent company of B. Young and Company of America, Ltd., stabilizer manufacturer, has issued a colorful brochure which traces the history of the organization and describes the products it provides.

DISPLAY CASE 14

Now available is a new stainless steel refrigerated display case designed to speed service and to sell more desserts by better display. Crisp salads, cream

BOB KENNY SAYS:

"Wilbur's slice of the coating business is going to be bigger than ever in the New York area in 1952."



Bob Kenny is the Eastern Representative of Wilbur Suchard Bulk Sales with office in New York City. He has had a quarter century of experience selling chocolate products to the confectionery, bakery and ice cream industries.



WILBUR CHOCOLATE COATINGS

WILBUR SUCHARD CHOCOLATE COMPANY, INC. • LITITZ, PA.

ICE CREAM FIELD, March 1952



pies and other perishable foods can be stored, ready to serve on the bottom of the case and on its two wire shelves, where they can be seen through the glass panels which form the sides of the case and through the sliding glass doors which form its front. The mirror backing of the case and a fluorescent light concealed in the top enhance the attractiveness of the display.

When mounted on a sandwich table this four-foot case speeds the service of prepared-to-order salads and cold plates. The chilled ingredients can be stored on the bottom shelf, readily accessible to the operator for quick assembly, while the two wire shelves above are still available for the display and storage of finished servings.

Complete information is available on request from the Bastian-Blessing Company.

BOOKLET ON CHEMICALS 15

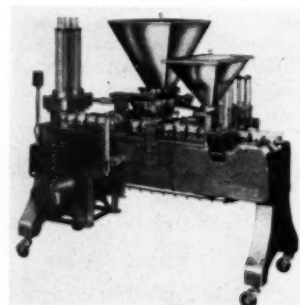
A comprehensive file of background information on "The Use of Chemicals in Foods" has been prepared by the Manufacturing Chemists' Association. The forty-page memorandum discusses the historical evolution of the use of chemicals in foods, the number of new products that are coming into use and how they are tested for performance and safety. The report also outlines the benefits to agricultural productions of chemicals used in food growing. Date and statistics relative to the freedom from toxicity and improvement in the nutritive values of foods through chemical enrichment are followed by a discussion of proposals for changes in the present Food and Drug Administration Law. Copies are available for food technologists and related specialists on request.

PERMAMIX

A brand new floor patching material called "Permamix," said to incorporate many new features, is now ready for distribution. It can be used on any present type flooring, and it is ready for instant use, indoors or out, just as it comes from the container. The manufacturer says there is nothing to add, nothing to mix, it will not freeze, it can be stored indefinitely and used in any temperature. It sets instantly, and traffic can be resumed immediately. "Permamix" is distributed by the Permamix Corporation.

PACKAGING UNIT

A new ice cream packaging machine, capable of filling 500 dozen ice cream cups per hour, has been introduced by the Bagby Division of the Triangle Package Machinery Company.



This new Model M-100 Triangle Bagby filler is a completely automatic, twin-line machine, built to fill three-ounce cups, up to 1/2 and 1-pint cups, as well as sundae cups, dishes and tarts. It operates up to 100 containers per minute.

Features of the machine listed by the manufacturer include fool-proof operation (no cup—no fill), bottom-up filling, instant adjustment for all container sizes, and sanitation features such as solid stainless steel or nickel alloy parts, and quick disassembly for easy cleaning.

"BLIZZARD" CASE

The new "Blizzard" frozen food and ice cream case has been introduced by Weber Showcase & Fixture Company. Features include an automatic water defrosting system. The compressor is off for just nine minutes, while frost is "washed off" the refrigeration coils

16

with cold water. No heat is injected into the case.

The "Blizzard" uses forced air refrigeration, eliminating divider plate



coils. This saves all the reachable space in the cabinet for merchandise, increasing the capacity and giving flexibility in the arrangement of ice cream and frozen foods.

Other features of the case are: a 21-inch reach-in top; "view-window" front; and a lighted three-deck "selling superstructure" for non-refrigerated items.

A typical installation of a "Blizzard" line-up in a Pacific Coast super market is pictured above.

THERMACOTE LEAFLET 19

A leaflet describing the Thermacote Company's "live" line of superstructure and full color transparencies has just been issued. The leaflet is illustrated and contains specifications. Copies are available on request.

"COUNTERAMA"

20

Sales engineers and distributors of the Liquid Carbonic Corporation Soda Fountain Division are now introducing and using a new counter color selector. The "Counterama" is a compact case holding counter materials in 4761 combinations of colors and patterns.

The top of the case lifts up to reveal a typical fountain installation printed on transparent acetate. The top slabs,

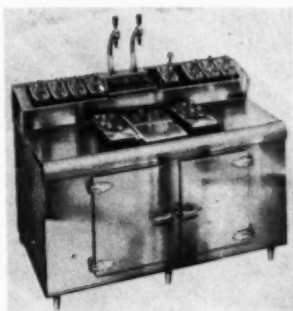


counter front, table and chair are left uncolored for insertion of the material, thus giving a semi-third dimension picture of the finished fountain as selected by the prospective buyer.

The "Counterama" was created and designed to aid the buyer in selecting counter materials and color combinations for his new soda fountain or luncheonette. It can be seen at any Liquid Carbonic showroom or regional office and all sales engineers are available for making the presentation at the location of the prospect's place of business.

STORAGE FOUNTAIN 21

The Grand Rapids Cabinet Company announces a new design full storage fountain unit with two large refrigerator doors on the operator's side opening into a dry refrigerated, stainless steel lined storage compartment. Access to the storage compartment also is available through the twin lid on top. Pure corkboard insulation, a one-piece die stamped top, and an instantaneous dry soda and water cooling system are



other features of this unit. It is designed to be used in conjunction with ice cream sections.

DECALENDARS 22

The Meyercord Company, decal manufacturer, is offering a 1952 DE-CALENDAR free while they last to executives, artists, draftsmen, designers or anyone.

Designed for application to desks, glass tops, drawing boards and various other pieces of office equipment, the decal calendar measures six and one-

half inches by three and three-quarters inches, is red and blue in color with black letters.

TYLER CASE 23

Tyler Fixture Corporation currently is featuring the illustrated open frozen food case, which has a capacity of 735 pints of ice cream (twenty-two cubic



feet). Dimensions with a low canopy are eight feet (length) by 54 7/8 inches (height) by 35 1/8 inches (depth). Without the canopy, the height is forty inches. At least 100 frozen food packages and 147 ice cream packages are visible from the point-of-sale. Additional details are available on request.

AROUND-THE-CLOCK OUTDOOR ADVERTISING
by
Mulholland-Harper

OF QUALITY

Directing customers to your product at the point of sale . . . the advertising best suited to budgetary requirements. Made of steel and aluminum . . . with Dulux baked enamel finish.

Materials and designs to your specifications. Metal shortages are serious, but M-H Signs will continue to be produced at a rate as fast as materials supply will permit.

ORDER YOUR M-H OUTDOOR SIGNS NOW FOR SPRING DELIVERY. WRITE TODAY FOR INFORMATION.

MULHOLLAND-HARPER CO.

5820 TACONY STREET • PHILADELPHIA 24, PA.

SINCE 1909



BADNER ANNOUNCES EXPANSION

Hy Badner, President of Le Roy Foods, has announced the addition of new warehouse and factory facilities that will enable increased production of materials for the "Long Treat" and "Big Treat" ice cream sandwiches.

This has now been accomplished by setting up four strategically located warehouses and packing plants—in Elizabeth, New Jersey, Chicago, St. Louis, Missouri, and Oakland, California. With these new warehouse facilities, Le Roy is able to ship stock orders within forty-eight hours.

Le Roy Foods also has announced the addition of new representatives to cover sales and service throughout the country. Al Kaplan, working out of 174 Osbourne Terrace, Newark, New Jersey, will cover New Jersey, Delaware, Maryland, District of Columbia, Virginia, and West Virginia.

Sam Richenberg, working out of Le Roy's Brooklyn office, will cover New York State, Western Pennsylvania, and Ohio. Sam Nygood, working out of 57 Summer Street, Westerly, Rhode Island, will cover Maine, New Hampshire, Vermont, Massachusetts, Connecticut, and Rhode Island.

Jack Humphreys, working out of 306 E. 4th Street, Berwick, Pennsylvania, will cover Eastern Pennsylvania. Jerry Jermak, working out of 3415 N. Laverne Avenue, Chicago, will cover Michigan, Indiana, Wisconsin, Minnesota, North Dakota, South Dakota, and the Chicago area.

Working out of the St. Louis warehouse office are Floyd Marx, Rufus Vaughan, Al Beckmann and Joe Cox, covering Illinois (except Chicago), Kentucky, Tennessee, Arkansas, Missouri, Iowa, Nebraska, Kansas, Oklahoma, Texas, North Carolina, Louisiana, and Mississippi.

Working out of Le Roy's western sales office at 1230 Euclid Avenue, Long Beach, California, are Nat Ross and

Sol Wohl covering Montana, Wyoming, Colorado, New Mexico, Arizona, Utah, Idaho, Washington, Oregon, Nevada, and California.

Jack Sowell, working out of 14 N. 9th Street, Richmond, Virginia, will cover Florida, Alabama, Georgia, and South Carolina.

TWO PROMOTIONS AT SAVAGE ARMS



H. R. McPHAIL

Appointment of H. R. McPhail to the position of Works Manager in the Utica Plant of the Savage Arms Corporation was announced last month by Herbert A. Stewart, Vice President and Assistant General Manager.

Mr. McPhail has been Director of Engineering and Assistant Works Manager since 1948, and now fills the vacancy created by the death on January 30 of F. Joseph Meyer, Works Manager for nearly four years.

Mr. Stewart at the same time announced that Albert T. Phelps has been appointed Superintendent of the Utica plant. Mr. Phelps in past months has served as engineer in charge of the plant's tooling to produce .50 caliber machine gun components under armed forces contracts.

The new Works Manager has spent his entire industrial career on the development of mechanical refrigeration. He was employed by the Nizer Corporation, Detroit, between 1922 and 1928 and was the chief designer of the Nizer ice cream cabinet, the world's first mechanically refrigerated ice

cream unit. Since becoming associated with Savage in 1948, he has been in charge of the preparation for production of a number of modern display type ice cream cabinets. Among these was a glass-front model which was unveiled by Savage in 1951.

E. C. JOHNSTON HEADS CHOCOLATE FIRM

Harry S. Johnston, seventy-five, has retired as President of the Robert A. Johnston Company, Milwaukee, manufacturers of candy, biscuits and chocolate. He was active in the management of the firm for more than half a century, the last forty-five years as President. He will continue as a member of the Board of Directors.

Edward C. Johnston, thirty-eight, has been elected President. He is the fourth Johnston to head the firm which was founded by his great grandfather, Alexander H. Johnston, 104 years ago. He is the son of Walter V. Johnston, former Vice President, and a nephew of Harry S. Johnston.

Eugene Johnston Fretz, formerly Secretary, was named Vice President and Secretary. Erwin E. Kienappel was re-elected Treasurer.



E. J. FRETZ (LEFT) AND E. C. JOHNSTON

It was announced also that the Robert A. Johnston Company has started work on an extensive modernization program of its biscuit plant which will be completed some time before the end of this year.

The Robert A. Johnston chocolate products division sells through wholesalers and jobbers, marketing direct to soda fountains, ice cream plants and dairies. Its complete line of chocolate products includes soda fountain toppings, syrups, cold and hot fudge, and chocolate flavoring for milk and ice cream.

JACK HAUSER DIES

Jack Hauser, sales representative for Alpha Aromatics, Inc., died January 25. A resident of Richmond Hill, Long Island, New York, Mr. Hauser had been affiliated with the fruit and flavor manufacturing firm for more than six years. He had covered Brooklyn, Long Island, and Staten Island.

WETENHALL IS NATIONAL DAIRY VP

J. Huber Wetenhall, Assistant Vice President of National Dairy Products Corporation since January, 1951, has been elected Vice President of the corporation. He joined the organization originally in 1929, going to work for the Breyer Ice Cream Company, a National Dairy subsidiary.

WEBSTER IS CLOVERLEAF MANAGER

Cloverleaf Creameries of Huntington, Indiana, has appointed Robert Webster as branch manager of the Indianapolis factory. Mr. Webster formerly was connected with the sales department of the St. Louis Dairy Company, St. Louis, Missouri. Both ice cream companies are affiliated with the National Dairy Products Corporation.

GOLDEN STATE APPOINTS NELSON, OTHERS

Appointment of Carl L. Nelson as Advertising Manager of Golden State Company, Ltd., California dairy products firm, was announced last month by J. R. Little, Golden State President.

Mr. Nelson had been associated with Montgomery Ward and Company for the past sixteen years and since 1947 had been Pacific Coast retail sales manager, supervising advertising and sales promotion work for Ward's retail stores in seven western states.

Appointment of Raymond L. Yoder as Manager of the Manufactured Products Division of Golden State also was announced.

Mr. Yoder joined Golden State Sales Corporation as a salesman in Denver in 1945, covering the Rocky Mountain states. Two years later he was transferred to the company's offices in Chicago and promoted to sales engineer. He served in Dallas as District Manager of the southwestern states and was made Sales Manager of the company a year ago.

Mr. Yoder succeeds Stuart Mitchell, who has been serving as both Manager of the Manufactured Products Division and Manager of the Northern California Division of the company since the death of J. E. Waldie, Northern California Manager, last March. Mr. Mitchell will now devote his full time to the Northern California Division.

Promotion of two other executives was announced by E. A. Seipp, Jr., Golden State Manager.

Charles Van Ummersen, former western Sales Manager, was promoted to Sales Manager. Mr. Van Ummersen succeeds Mr. Yoder.

Howard S. Danner, eastern Sales Manager of the corporation, has acquired increased responsibilities, Mr. Seipp said, with the broadening of his territory to include more of the middle eastern and southeastern states as well as the Atlantic and northeastern states.

GOLDEN STATE EXECS NELSON (LEFT) AND YODER





FOOTE & JENKS personnel shifts involved (left to right) Messrs. Bridgewater, Jones, Smith, above, and, at the left, Messrs. Morse and Horne.

FOOTE & JENKS MAKES CHANGES

Foote and Jenks, vanilla specialists of Jackson, Michigan, recently announced changes in field representation brought about by one retirement and the addition of two new representatives.

Leon C. Smith of Columbus, Ohio, who represented the firm for thirty-one years in Ohio and West Virginia, retired at the beginning of this year. He will continue his services to the company and the trade in an advisory capacity. Succeeding Mr. Smith in Ohio and West Virginia is John M. Morse of Columbus. Mr. Morse has represented Foote and Jenks in Indiana, Kentucky and Tennessee for the past six years.

Keith J. Jones has been transferred from the Florida, Georgia, Alabama and Mississippi territory to Mr. Morse's former area. Mr. Jones has traveled for the company since 1946. He will locate in Indianapolis.

Replacing Mr. Jones in the southern territory is William H. Bridgewater of Montgomery, Alabama. Mr. Bridgewater holds a B.S. degree in Dairy Manufacturing from Kansas State College. He has a considerable background in the practical side of mix manufacture, freezing and selling ice cream.

Foote and Jenks' new western representative is Don Horne. Mr. Horne has wide experience in the food products field. His home is in Hollywood, California. He will represent the company in California, Oregon and Washington.

EXTRAX APPOINTS ANDERSON

Harold A. Hoffman, President of Extrax Company, Brooklyn, New York, has announced the appointment of Hugh L. Anderson as southern sales manager. Mr. Anderson has represented the Extrax Company in the southwestern states. He will operate out of the company's Houston headquarters.

The Extrax 1952 "Wild-West" program will include a number of new offerings. This "year-round" program will continue to offer its merchandising, premium service, driver award and point-of-sale advertising.

Mr. Anderson will service his accounts with a complete line of equipment which includes molds, brine tanks, baggers, dipping tanks, freezers, chill tunnels, stickholders, mold fillers, stickloaders, defrosters and automatic equipment.

PRINTERS UNION HONORS MILPRINT EXECUTIVE

William Heller, Sr., Chairman of the Board of Milprint, Inc., now shares a distinction with only eleven other living Americans. The packaging and printing industrialist is a newly acclaimed honorary life member of the AFL International Printing Pressmen and Assistants Union. He received a plaque in symbol of the honor at recent ceremonies held in Milwaukee.

JACK KYLE JOINS HOOTON

Lloyd S. Fiscus, Sales Manager of Hooton Chocolate Company of Newark, New Jersey, announces the appointment, in the capacity of broker, of Jack Kyle of Pittsburgh. He will serve the ice cream trade in western Pennsylvania, Ohio and northern West Virginia. Mr. Kyle has been associated with both the ice cream and chocolate industries for the past sixteen years. He will make his address at 4 Ellsworth Terrace, Pittsburgh 13, Pennsylvania.

HOWARD H. CHERRY HONORED

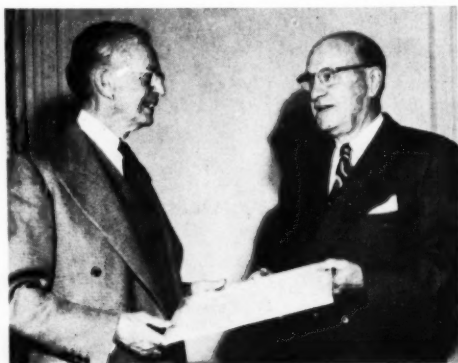
Howard H. Cherry, Vice President of Cherry-Burrell Corporation, was presented with a certificate for "Many Years of Meritorious Community Service" by the Cedar Rapids Chamber of Commerce at its annual dinner meeting January 18.

Mr. Cherry has been active in Cedar Rapids community affairs since his father founded the J. G. Cherry Company in 1898. As President of the Cedar Rapids Chamber in 1926, Mr. Cherry was instrumental in raising \$125,000 to build and equip the present Chamber building.

John G. Cherry, President of the Cherry-Burrell Corporation, has announced that his father, Howard H. Cherry, has stepped aside as active manager of the Corporation's Cedar Rapids plant. He will, however, remain with the Cedar Rapids factory in an advisory capacity.

A. H. Boileau succeeds Howard Cherry as manager of the newly created Cedar Rapids Division—one of five practically autonomous divisions set up under Cherry-Burrell's new plan for decentralization.

HOWARD H. CHERRY (right) receives Chamber of Commerce certificate for community service from Horace G. Hedges, his successor as Chamber President.



JORDON APPOINTS ROOSSIN



N. ROOSSIN

and ice cream merchandising cabinets.

Mr. Roossin comes to the Jordon Refrigerator Company with many years of varied experience in the manufacture and sale of commercial refrigeration, food handling and fountain equipment.

A. G. PETERSON DIES

A. G. Peterson, sixty-four, General Sales Manager of the Eastern Division, Corn Products Refining Company, died in his suite at the Hotel Shelburne, N. Y., on February 11.

Mr. Peterson joined Corn Products in 1907 as a specialty salesman in the State of Indiana and thereafter was associated exclusively with the sales division of the company. In 1918 he was made Manager of the Philadelphia branch office; in 1935, Division Manager; and in 1939, a Vice President of Corn Products Sales Company.

VENDING EXECUTIVE CLARIFIES STORY

Martin Hersch, Secretary-Treasurer of Ice Cream Enterprises, Inc., a street vending organization operating in Queens and Nassau Counties, New York, has clarified a story which appeared in the February issue of this magazine by stating that the competing Judy Ann Ice Cream Corporation has not acquired any portion of the Ice Cream Enterprises business, but that A. Hoenig of Judy Ann personally has purchased stock in Ice Cream Enterprises. Mr. Hersch owns fifty per cent of the corporate stock of Ice Cream Enterprises and continues as Secretary-Treasurer. Ice Cream Enterprises will continue to operate in both Queens and Nassau Counties, but is contemplating using the Judy Ann trademark "so that both corporations may benefit from the large fleet coverage of the area," according to Mr. Hersch.

PACKAGE MACHINERY MAKES CHANGES

Bill Keil has been assigned to head the Package Machinery Company's Chicago office, replacing Bob Strehlau, who has taken a position in the East with the Triangle Package Machinery Company. Mr. Keil, who has been in charge of another important territory covered by the Chicago office, will serve all of the major accounts previously handled by Bob Strehlau, as well as those which he has been calling on in his own territory.

Bill Maybury, Jr., who has had extensive sales training in the company's home office, has been assigned to the Chicago office, and will represent the company as a salesman in the Midwest territory, working under Mr. Keil.

ICE CREAM FIELD, March 1952

Jordon Refrigerator Company has announced the appointment of Norman Roossin as factory sales representative in California, Washington, Oregon and Nevada.

Mr. Roossin maintains his headquarters at 742 S. Hill Street, Los Angeles. He will handle the complete Jordon line of home and farm food freezers, reach-in refrigerators, beverage coolers, and frozen food

BE AHEAD 3 Ways



**GET THESE
PROFIT EXTRAS
IN VAN-SAL VANILLA**

Extras in Flavor Power

Van-Sal is richer. You need less because it goes farther. As little as 120 drops to fully flavor 10 gallons of finished ice cream.

Extras in Sales Power

Van-Sal tells and sells. More ice cream manufacturers use it. More people like it . . . and buy. It's self-advertising.

Extras in Lower Costs

Van-Sal Vanilla costs less. Cost comparison chart proves it. Many Van-Sal users are saving hundreds of dollars annually. Ask for proof about Van-Sal . . . the proof-vanilla.

Write for Cost Comparison Chart

S. H. MAHONEY EXTRACT CO.

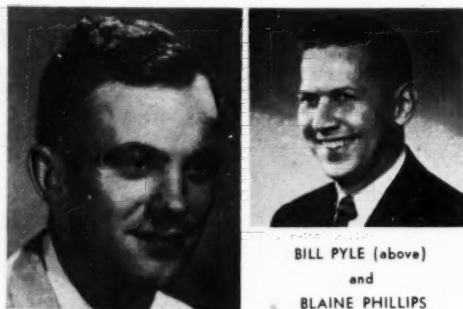
Sally H. Mahoney, Pres.

221 E. CULLERTON RD. CHICAGO 16, ILL.

PERSONNEL CHANGES AT GUNDLACH

Several staff changes in the G. P. Gundlach and Company field consultant staff have been announced by G. P. Gundlach, President.

William (Bill) Pyle, formerly with the Carnation Company, Oakland, California, has been appointed field consultant and account executive for the far Western states comprising California, Oregon, Washington, Idaho, Montana, Utah, Nevada, Arizona, New Mexico, Wyoming and west Texas.



BILL PYLE (above)
and
BLAINE PHILLIPS

Mr. Pyle has had varied experience in the dairy field. After graduation from the University of Missouri school of journalism, he was associated with the Central Dairies, Jefferson City, Missouri. Later he joined the Detroit Creamery sales staff and in 1947 joined the advertising and sales staff of Carnation.

Blaine Phillips, until recently serving clientele in the southern Ohio, Kentucky and West Virginia area, has replaced Charles Clark, in the Missouri, Kansas, Nebraska and Colorado section. Mr. Clark has relinquished his association with Gundlach and is going to the west coast. No announcement has been made on the replacement for Mr. Phillips.

BEN SHORE DIES

Ben Shore, President of the Fayette Bottling and Ice Cream Company, Montgomery, West Virginia, manufacturer of "Fayettes" Ice Cream, died January 11. Surviving are his wife, Mrs. Lena Shore, three daughters, and a brother.

Mrs. Shore, as President and General Manager, will continue to operate the business with the assistance of Charles Cohen as Vice President, and W. H. Kinder as Secretary.

LEO OVERLAND HEADS NEW FIRM

Leo Overland, well known to the industry as the developer of many processes and novelties for the ice cream industry, has been elected President of U. S. Ice Cream Supplies Corporation, 1 Park Place, New York City. Prior to the establishment of the new firm, Mr. Overland, one of the founders of Ice Cream Novelties, Inc., was connected with Le Roy Foods, Inc.

The first two items to be offered include a new process for making cut brick filled directly from a continuous freezer—eight individual pieces in one fill, without cutting, wrap-

ping or other handling. This new item, known as "Brickette," will also be available in five to ten portions to the quart, all pre-packaged and ready to fill.

Another new item to be introduced by U. S. is a chocolate covered bar with a several layer jelly filling (not a variegated product), known as "Jam Session." This item can be produced in conjunction with the present mold filling method, or direct from the continuous freezer at no added labor or production costs, according to a company spokesman.

U. S. will announce in the near future an apparatus for the production of frozen stick confections.

At a meeting of the Board of Directors, Stan Overland, formerly Sales Manager of Le Roy Foods, Inc., was elected Executive Vice President. In this capacity, he will be in charge of the sales organization of U. S. Ice Cream Supplies Corporation.

NEW MEMBER OF STEINITZ FAMILY

A son was born to Mr. and Mrs. Willis F. Steinitz on February 1. He was named Edgar. Mr. Steinitz is technical director of American Food Laboratories, Inc., Brooklyn, New York.

THERMACOTE NAMES BRADY

Fred M. Brady of the Brady Sales Company, 7310 Grand River Avenue, Detroit 6, Michigan, has been appointed by the Thermacote Company of Newark, Chicago and Los Angeles as sales representative for Michigan. He will handle the regular line of C-Thru transparent ice cream cabinet lids and the new line of plastic superstructures.

NEW SECRETARY FOR GUMPERT FIRM

Robert G. Janover, President of S. Gumpert Company, Inc. of Jersey City, New Jersey, announces that Margaret M. Looney has been elected Secretary of the company. Miss Looney has been Assistant to the President since 1935 and has been affiliated with every phase of the Gumpert business in an executive capacity.

She replaces Agnes Goward, who retired in December, 1951. Mr. Goward joined Gumpert in 1914, was Eastern Bakery Sales Manager and became Secretary in 1930.

A farewell party, in Mrs. Goward's honor, was given by Messrs. Robert and Howard Janover at the Hotel Astor on January 8. One hundred twenty-five employees who had been closely associated with Mrs. Goward for a number of years were invited.

MRS. GOWARD (LEFT) AND MISS LOONEY OF GUMPERT



SUTHERLAND SALES POST TO RAYMOND



EMMONS RAYMOND

ly is well qualified for the Albany territory. Emory Lemieux, the former Sutherland representative in this area, recently resigned to devote full time to personal business affairs.

E. M. LOVELAND ELECTED

Earl C. Jertson, President of the Seapant Chemical Corporation of New Bedford, Massachusetts, has announced for the Board of Directors of that corporation the election of Ernest M. Loveland as Vice President in Charge of Production.

ATLANTA SOCIETY ELECTS STAKES

1952 officers of the Atlanta Dairy Technology Society, founded in October, 1951, are Ben Stakes, Southern Dairies, Atlanta, President; J. R. Culp, State Department of Public Health, Atlanta, Vice President; Dr. J. J. Sheuring, University of Georgia, Athens, Secretary; Rhyce Breedlove, Kinnett's Dairies, Columbus, Treasurer; Stanley Brumley, Creamery Package Manufacturing Company, Atlanta, Sgt.-at-Arms; Professor H. B. Henderson, University of Georgia, Program Committee Chairman; and Ned Dowling, Foremost Dairies, Atlanta, Membership Committee Chairman. The society now has 112 active members.

KELCO ANNOUNCES STAFF CHANGES

Kelco Company has announced two changes in its sales staff. H. E. Coleman has been transferred to the firm's New York offices as Assistant Manager of the Eastern Division. He formerly was Assistant Manager of Kelco's Central Division, with headquarters in Chicago. Mr. Coleman first joined Kelco in 1947 as New Orleans representative.

The appointment of A. K. Saisselin as Assistant Manager of the Central Division also was announced. Mr. Saisselin, a graduate of Cornell University's Agricultural College, joined Kelco in 1947 as a sales representative in eastern New England. He later handled export sales and advertising, and also represented the firm in northern New Jersey.



H. E. COLEMAN



A. K. SAISSSELIN

The Sutherland Paper Company has announced the appointment of Emmons Raymond to the field sales staff. With headquarters in Albany, New York, Mr. Raymond will handle the entire Sutherland line.

Mr. Raymond has a background of many years in the paper industry and reportedly is well qualified for the Albany territory.

have you DECAL-culated the cost of truck signs lately?



Slow, costly handpainting keeps trucks off the street



Low cost, full color Decals can be applied overnight

Send for Booklet

FREE!



Write for FREE book on truck Decals. In full Color! Dept. 22-3

Cost comparisons prove you can save up to 90% with Meyercord Decal Truck signs. That's why we say "decal-culate" the cost! Use free ad space on trucks to carry a payload of promotion. Decal truck signs can be produced in any number of colors, sizes or designs. Overnight application keeps trucks rolling. Investigate the economy and promotional value of Meyercord Decals—for 12 trucks or a 1000.

The MEYERCORD Co.
1122 W. LAKE ST. CHICAGO 48, ILL.

CALLS FOR BETTER MERCHANDISING

Morton L. Ackerman (photo, right), New York City Regional Sales Manager for Schaefer, Inc., recently declared that "it is the duty of everybody who eats from the ice cream profit pie to help merchandise ice cream."



U. S. SUPPLIES FIRM APPOINTS REP

U. S. Ice Cream Supplies Corporation, New York City, announces that the firm of Derby and Moreau will represent it in the New England states. Bob Moreau, well known in the ice cream industry, will be in charge of sales in the New England territory.

J. S. SNELHAM ELECTED

J. S. Snelham has been elected chairman of the executive committee of the Continental Can Company of Canada, Ltd. Board of Directors, according to H. A. Rapelye, President. Mr. Snelham had been Vice President in Charge of Finance for the parent company, Continental Can Company, in New York, until his retirement on January 1. He is now acting as a consultant to the Chairman and President. The Canadian position to which he has been elected is a newly created one.



700 At Michigan Meeting Hear Tiedeman, Carver

CLOSE to 700 persons registered for the sixty-eighth annual convention of the Michigan Allied Dairy Association, held from February 12 to 14 at the Hotel Pantlind, Grand Rapids, Michigan. Officers of the association will be elected at the annual meeting of the Board of Directors on April 10, as will the top executives of the Michigan Association of Ice Cream Manufacturers.

The ice cream men selected the following members as Directors: George Byrne, Borden Company, Detroit; Arthur J. McColgan, M&B Ice Cream Company, Saginaw; Lance Thayer, Thayer Dairy, Clare; Joseph McCluskey, White House Ice Cream Company, Battle Creek; and Harlan Lyle, Lyle's Dairy, Dowagiac.

H. E. Anderson, Bowey's, Inc., Detroit, was elected President of the Michigan Dairy Boosters. The supply group also elected Leroy W. Carpenter, Dixie Cup Company,

Detroit, as Vice President; Worth Weed, Foote and Jenks, Inc., Jackson, as Treasurer; C. D. Mallory, Globe Paper Company, Detroit, as Secretary; and Lester K. Sedine, Cherry-Burrell Corporation, Detroit, as Director-at-Large. Harold Novak of Cleveland, Don Holmes of Lansing, and Art Murdock of Detroit were named Directors.

One of the principal speakers at the convention was E. W. Tiedeman, Chief of the Dairy Branch of the Office of Price Stabilization. He told "What's Cooking" in Washington, D. C. Another key speaker was C. A. Carver, Jr., McDonald Ice Cream Company, Ann Arbor. He analyzed "Trends in Consumer Purchasing of Ice Cream."

Northwest Retailers To Meet

The annual convention of the Northwest Retail Ice Cream Manufacturing Association will be held from March 18 to 20 at the Hotel Gearhart, Gearhart, Oregon.

By special invitation, the staff of the Western Fountain Institute from Los Angeles and San Francisco will travel to Gearhart to conduct a regular Institute-class in proper soda fountain operation and merchandising as a second-day feature of the convention.

Institute members who will be in charge of this invitational meeting are E. G. Reynolds, Pacific Regional Manager, Liquid Carbonic Corporation; Price Lovelady, Southern California Merchandising Manager, Carnation Company; Rudy Severin, San Francisco Sales Manager, Lyons-Magnus, Inc.; Fred Allen, Regional Sales Manager, Coca-Cola, Portland; and Hal H. Hunt, Training Supervisor, Los Angeles City Health Department.

The Western Fountain Institute was organized in Los Angeles in 1949 and in San Francisco in 1950 by key men in related industries as a non-profit organization to conduct classes free of charge for soda fountain operators and ice cream dealers.

MICHIGAN DAIRY Boosters officers, left to right, seated, are Secretary Cecil Mallory, Globe Paper Company; Vice President L. W. Carpenter, Dixie Cup Company; President Andy Anderson, Bowey's; and Treasurer Worth Weed, Foote and Jenks. Standing: Directors Art Murdock and Lester Sedine, Cherry-Burrell; Don Holmes, Dudley Paper; Ed Gruber, C. F. Burger Company; Harold Novak, Hillson Nut Company; Robert Conley, Thatcher Glass; and Charles Hodskin, Kendall Mills.





MICHIGAN ALLIED Dairy Association convention-goers were pictured by the ICE CREAM FIELD man. Left to right are: 1ST ROW: Leon Harvin, Harvin's Ice Cream, Lansing, Richard Hoban, Purity Ice Cream, Adrian, Robert Locke, Golden Locke Ice Cream, Kalamazoo, Charles A. Carver, McDonald Ice Cream, Ann Arbor; Lance Thayer, Thayer Dairy, Clare, Dayton Grabill, Freeman Ice Cream, Flint, and Gar Wagner, McDonald Co-op, Flint; E. A. Andersen of Cherry-Burrell with Joe McCluskey, Whitehouse Ice Cream, Battle Creek. 2ND ROW: Mr. and Mrs. Orville Hutchinson, Independent Dairy, Monroe, Mr. and Mrs. Charles Sweetland, Sweetland's Ice

Cream, Flint, and Mr. and Mrs. Gene Slaffter, Vassar Dairy, Vassar; Eugene Lopez, Velvet Ice Cream, Coldwater, F. M. Skiver, Director, Bureau of Dairying, Ed Hansen, Hansen's Dairy, Muskegon, and Clarence Ort of S. Gumpert Company. 3RD ROW: Don Stowell of Michigan Producers Dairy, Adrian, with Martin J. Bishop, H. A. McDonald Creamery, Detroit; Homer F. Strangways (center) of Detroit Creamery with John Coughlin and George Symanek of Department of Agriculture; Henry Kowalk, Pure Seal Dairy, Flint, Douglas McFarlane, McFarlane Dairy, Flint, and Don Holmes of Dudley Paper. 4TH ROW: W. E. Fitzgerald of Food Industry Committee, T. H. Broughton, Treas-

urer of Michigan Ice Cream Manufacturers Association, Harold Oltzman of H. A. McDonald Creamery, Detroit, and J. L. Littlefield of Bureau of Dairying; Don McManus of Sweden Freezer, A. L. Rippen of Kegle Dairy, Lansing, Forrest L. Rambo, Creamery Package, and E. Dewey McDonald of Heatherwood Farms, Lansing.

5TH ROW: Retiring Booster President Lester Sedine of Cherry Burrell with new Vice President L. W. Carpenter of Dixie Cup Company; Victor Zagel of Miller Brothers, Mt. Clemens, George Bayer of American Food Laboratories, A. J. Prens, Miller Bros., and Ray H. Cromley, the association's Vice President.

Kinmon Heads Louisiana Group

Manufacturers in the state which enjoyed the greatest ice cream production increase in 1951 convened in New Orleans from January 20 to 22 for the annual convention of the Louisiana Dairy Products Association. An important feature of the conclave was the "Ice Cream Milk Clinic" at which ice cream and other products provided by thirty-five manufacturers were studied for flavor, texture, and other characteristics. Dr. J. B. Frye of Louisiana State University supervised the clinic.

George Kinmon, Foremost Dairies, Shreveport, was elected President of the association. Other new officers are A. C. Centanni, Jr., Gold Seal Creamery, New Orleans, Vice President; E. L. Miller, Sanitary Dairy Products Company, Minden, Secretary-Treasurer; and George F. White, Claiborne Creamery, Inc., Hunter, Executive Manager.

Speakers at the convention included F. K. Doscher, Lily-Tulip Cup Corporation ("Dynamic Sales Leadership"); George Hennerich, Ice Cream Merchandising Institute ("What It Takes to Sell More Ice Cream"); and others.

Louisiana ice cream manufacturers produced 7,950,000

gallons of ice cream last year, a gain of fifteen per cent over 1950. The second largest increase was achieved in Oklahoma and amounted to ten per cent.

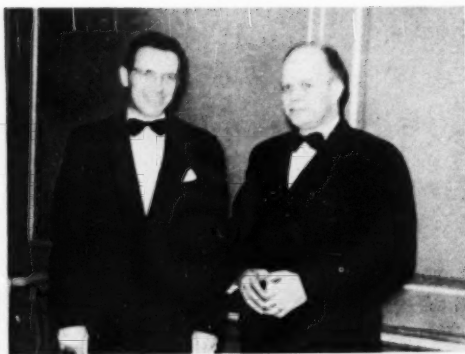
Virginians Hear McCoy, Others

The Virginia Dairy Products Association concluded its two-day thirty-seventh annual convention at the Hotel Roanoke, Roanoke, Virginia, on January 22 with a record attendance for all events.

E. B. Campbell, Lynchburg-Westover Dairies, Lynchburg, Virginia, was re-elected President. E. H. Rucker, Richmond Dairy Company, Richmond, Virginia, was elected Vice President, as was T. E. Neale, Bertcherd Dairy, Norfolk, Virginia. C. L. Fleschman was reelected Secretary-Treasurer.

A key address on "Merchandising Ice Cream from Display-Type Cabinets" was presented by D. C. McCoy, Frigidaire Division, General Motors Corporation. He said the open-type cabinets would use more current but their use results in increased sales which makes the higher cost insignificant. Slides were used to illustrate Mr. McCoy's talk.

Another important address was given by R. C. Hibben,



E. B. CAMPBELL (left), re-elected President of the Virginia Dairy Products Association, chats with re-elected Secretary-Treasurer C. L. FLESHMAN.

Executive Secretary, International Association of Ice Cream Manufacturers. He discussed problems facing the ice cream industry. He stated that the problems in Washington were similar to those of 1941, but "ice cream is in a better position because it is classified in one of the basic food groups." Mr. Hibben emphasized the importance of quality and merchandising of ice cream day by day to increase sales.

"Getting that Sales Appeal Dramatic" was the topic presented by G. P. Gundlach, G. P. Gundlach and Company. He stated that to have sales appeal you must have taste appeal and style appeal. Style appeal deals with putting up nice or more appealing packages, he declared. The next step is to merchandise the product, which means pushing in the direction of the consumer by means of advertising, according to the dairy industry consultant.

Entertainment for the ladies and the banquet were sponsored by the Cavaliers, an organization of supply men. The thirty-seventh annual banquet was held on the evening of January 22.

The Cavaliers elected Frank Jones, Jr., Owens Illinois Glass Company, Richmond, Virginia, President; P. J. Gallizzo, Mathieson Chemical Corporation, Washington, D. C., Vice President; and J. E. Purcell, Consolidated Paper and Box Manufacturing Company, Richmond, Virginia, Secretary-Treasurer.

FEMA To Convene In Chicago

Chicago will play host to the forty-third annual convention of the Flavoring Extract Manufacturers Association of the United States May 25 to 28 at the Edgewater Beach Hotel. Selection of this site and hotel for the meeting was made because of the facilities available at the Edgewater Beach for combining business sessions with the social activities of an early summer vacation.

Leading personalities from various industries served by the flavoring trade will appear on the speakers' platform.

The program will also include messages from the Quartermaster Corps concerning the flavor requirements for the

Armed Services. Other officials will appear to tell the flavoring manufacturers the latest status of regulations on pricing, wages and hours, and other vital business regulations.

The convention committee includes Chairman Ed Heinz, Food Materials Corporation; Chris Christensen, Charles Pfizer and Company; William B. Durling, Wm. J. Stange Company; William F. Hottinger, Bowey's, Inc.; and S. M. Kleinschmidt, Liquid Carbonic Corporation.

New Yorkers' Party Planned

New York City's Hotel Astor will be the scene of the annual open house party of the Ice Cream Supply Men's Club of Metropolitan New York. The date is March 19. John B. Goldhamer, Frigidaire Division, is Chairman of the Arrangements Committee.

Recently enrolled members of the club include Eugene W. Tannenbaum, Americana Enterprises, Inc., New York; Harry Helsher, National Sugar Refining Company, New York; and Samuel Lazow, KW Paper Products Corporation, Brooklyn, New York.

Point-of-Sale Show Set

Sixty of the nation's top-flight designers and manufacturers of point-of-sale displays will unveil their newest products at the exhibit and sixth annual symposium sponsored by the Point-of-Purchase Advertising Institute at the Waldorf-Astoria Hotel, New York, from April 1 to 3.

ROBERT M. MCGINNIS (left) retired recently as Secretary of the Nebraska Ice Cream Manufacturers Association. He was named Secretary Emeritus at the group's recent convention, and was presented with a plaque commemorating his service by Robert C. Hibben (right), Executive Secretary of the International Association of Ice Cream Manufacturers, and a life-long friend. Myron R. Westcott, Harding Creamery, Omaha, is President of the Nebraska association.





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Timely Flavor Promotions**

Sweetheart
cherry • pineapple • cocoanut

ICE CREAM

We supply the correct blend of fruit
to produce genuine Sweetheart Ice Cream and the
advertising that sells Sweetheart. Write today!

G. P. GUNDLACH & CO.

"Servants to the Dairy Industry"
1201 W. Eighth St. Cincinnati 3, Ohio

Penn State Concludes Course

The sixty-first annual Ice Cream Short Course was held at Pennsylvania State College, January 14 to 26, and was concluded with a one-day conference attended by 150 men from the industry. Forty-one students were in attendance and came from nine states and two foreign countries. A previous course was given December 10 to 15, 1951, for members of the supply industry.

The two weeks were devoted to lectures and laboratories in making and freezing ice cream, sherbets, and ices. As in the past, considerable time was spent in learning how to calculate mixes.

At the conference on January 25, speakers discussed problems of importance to the ice cream industry. These speakers and their subjects were as follows:

Dr. F. F. Fleischman, Corning Glass Works, "The Use of Pyrex Glass in the Ice Cream and Milk Industry;" Charles Weinreich, Cherry Burrell Corporation, Chicago, "Developments and Problems in Ice Cream Equipment;" Ray O. Tar-diff, Breyer Ice Cream Company, Philadelphia, "Problems in Ice Cream Production;" George Anderson, King Company, Owatonna, Minnesota, "Recent Developments in Hardening Rooms;" and Melvin Wainer, Pony Boy Ice Cream Com-

pany, Lancaster, Pennsylvania, "Selling Ice Cream Through Vending Machines."

At the banquet held on the same evening and sponsored by the Serum Solids Club, Robert H. North, International Association of Ice Cream Manufacturers, spoke on problems facing the ice cream industry. Ed McCormack of the S. H. Mahoney Extract Company was the toastmaster.

Webb Heads North Carolinians

J. B. Webb, Jr., Carolina Dairy Products, Inc., Greenville, North Carolina, was elected President of the North Carolina Dairy Products Association during the group's annual convention, held from January 24 to 25 at the Hotel Carolina, Pinehurst, North Carolina. Vice Presidents elected were R. B. Davenport, Long Meadow Farms, Durham; Ray E. Woods, Clover Brand Dairies, High Point; and F. M. Woody, Biltmore Dairy Farms, Asheville. Mr. Davenport was re-elected Treasurer and J. Lloyd Langdon was named Secretary and Executive Vice President.

The Tarheels, a supply men's organization, elected Art Shepard, Safe-T Cone Company, Charlotte, as President. Tom Hackney, Jr., Hackney Bros. Body Company, Wilson, is Vice President. J. F. Neely, John H. Mulholland Company, is Secretary-Treasurer. Attendance at the convention broke all previous records.

NEW OFFICERS of the North Carolina Dairy Products Association are pictured here. Left to right, seated, are: Vice Presidents Ray E. Woods and F. M. Woody; President, John B. Webb, Jr.; Vice President and Treasurer R. B. Davenport, and Executive Vice President and Secretary, J. Lloyd Langdon. Standing: Directors R. E. Tucker, Southern Dairies, Charlotte; L. A. Wolfe, Sunrise Dairy, Castonia; J. D. Kilgore, Pine State Creamery, Raleigh; A. S. Browning, Jr., Kalmia Dairy, Hendersonville; E. L. White, White Ice Cream and Milk Company, Wilmington; W. R. Comfort, Borden Company, High Point; and R. L. Burrage, Jr., Cabarrus Creamery Company, Concord. Directors not present for the picture are George Coble, Coble Dairy Products, Lexington, and O. L. Cole, Pet Dairy Products, Greensboro.





1952 OFFICERS of the Indiana Dairy Products Association are pictured above enjoying typical dairy products. Left to right are Walter V. Roberts, William H. Roberts and Sons, Indianapolis, re-elected Treasurer; R. A. "Dick" Larson, Indianapolis, re-elected Executive Secretary; Irvin C. Scharf, Purity Maid Products Company, New Albany, new President; and H. T. Perry, Banquet Milk and Ice Cream Company, Indianapolis, retiring President.

Chicago Mixers Elect Nelson

At the January 21 meeting of the Chicago Dairy Mixers, the following officers were elected: President, Robert Nelson, R. A. Johnston Chocolate Company; first Vice President, William B. Rosskam, David Michael Company; second Vice President, Stark N. Humphreys, Northwest Cone Company; Secretary, J. A. Jefford, Liquid Carbonic Company; and Treasurer, C. J. Beringer, H. Kohnstamm and Company, Inc.

CHICAGO DAIRY Mixers held their annual party at the Furniture Club on February 9. Pictured there were, left to right:

1ST ROW: Mr. and Mrs. Bud Fischer, Container Corporation, and Mr. and Mrs. J. A. Jefford, Liquid Carbonic Corporation; Mrs. Herman Lapat, Mulholland Company, S. E. Briggs, Kelco Company, Mr. and Mrs. Eli Rosenbaum, David Michael Company; Mr. and Mrs. E. P. Mitchell, Dry

Ice Company, Mr. and Mrs. Robert J. Smith, Chicago Cup and Speciality Company.

2ND ROW: Mr. and Mrs. J. W. Erickson, Chocolate Products Company, Mr. and Mrs. Sid Crofts, Batavia Body Company; Bob Nelson, Robert A. Johnston Company; Mr. and Mrs. Justa Kuebler, National Pectin Products Company; Mrs. William B. Rosskam; Mr. and Mrs. J. Hummel, Stand-

ard Fruit Product Company; Mr. and Mrs. A. Saisselin, Kelco Company.

3RD ROW: Mr. and Mrs. Stark N. Humphreys, Northwest Cone Company, Mr. and Mrs. J. P. Cunningham, Marathon Corporation; Les Barrett, Cherry-Burrell Corporation, and Mr. and Mrs. Earle Forester, Cherry-Burrell; Mr. and Mrs. Craig Stoddard, Stoddard Crate Co.; Mrs. Bob Nelson; Mrs. Herman Lapat, William B. Rosskam, David Michael Company, Mrs. Jefford.

250 Attend Alabama Convention

J. W. Parkman, Dothan Ice Cream Company, was elected President of the Alabama Dairy Products Association during the group's January convention, held in Mobile's Battle House Hotel. Joe Bear, Bear Ice Cream Company, was elected Vice President of the Ice Cream Division. Walker Barfield, Foremost Dairies, was elected Secretary-Treasurer.

More than 250 persons attended the two-day conclave. Important talks were given by Farnum M. Gray, Southern Dairies, Washington, D. C., and George Hennerich of the Ice Cream Merchandising Institute. Mr. Gray discussed "Planned Production in a Dairy Plant" and Mr. Hennerich's topic was "Looking Forward with the Ice Cream Industry."

Dairy Council Re-elects Hult

The National Dairy Council has re-elected Milton Hult as President for 1952. The rest of this year's slate is composed of B. F. Beach, Michigan Producers Dairy Company, Adrian, First Vice President; Paul E. Reinhold, Foremost Dairies, Jacksonville, Florida, Second Vice President; Carl A. Wood, Cherry-Burrell Corporation, Chicago, Secretary; E. B. Lehrack, Creamery Package Manufacturing Company, Chicago, Treasurer; and Edward F. Scheck, Chicago, Assistant Secretary-Treasurer. W. A. Wentworth, the Borden Company, New York City, was re-elected as Chairman of the Executive Committee.



SHOULDER VENDING BOXES



- Light in Weight
- Insulated throughout with ½" celotex
- Welded Corners for strength
- Twin Covers for ease in dispensing

Holds ice cream 4 to 6 hours
(with dry ice)

DODDS SUPPLY CO. Inc.
MANUFACTURERS REPRESENTATIVE
CLARENCE NEW YORK
Write for folder of our NEW Route Carriers

THESE *Signs* SELL ICE CREAM

DISPLAY THEM OUTDOORS!

These 4-foot metal cut-outs add appetite appeal to your outdoor displays. They are processed in full color on durable aluminum sheets, with Baked Enamel finish, for outdoor use. • They will last for years.

Write for full-color illustrated folder and attractive prices.



COUCH AND PHILIPPI
Baked ENAMEL Steel SIGNS

215 San Fernando Road • Los Angeles 31, Calif.

Damuth Heads Mississippians

More than 300 dairy plant operators and supply representatives attended the thirty-fifth annual conference of the Mississippi Dairy Products Association, held from February 6 to 8 at the Buena Vista Hotel, Biloxi, Mississippi. Important events of the two-day program included talks by Dr. James L. Brakefield of Birmingham, Alabama; Robert North of the International Association of Ice Cream Manufacturers; and Roscoe Page, Vice President of Kraft Foods Company.

The following officers were elected for 1952: Frank Damuth, President, Pontotoc Dairies, Pontotoc; Ralph O'Neal, Vice President, Pet Milk Company, Kosciusko; and F. H. Herzer, Secretary-Treasurer, State College.

Restaurant Show Set For May

Three hundred twenty-seven nationally known companies who sell to the restaurant market have already reserved exhibit space in the 1952 National Restaurant Show to be held May 5 to 9 at Navy Pier, in Chicago. The entire show will house 704 booths, making this year's exposition the largest ever. It will exceed last year's show by seventy-one booths.

Georgians Elect Lindsey

New President of the Georgia Dairy Association is F. P. Lindsey, Jr., Lindsey's Dairy, Griffin, Georgia. He was elected at the group's recent annual convention held in Columbus. Wiley S. Obenshain, Jr., Southern Dairies, Atlanta, is now Vice President. James E. Jackson of Atlanta was named Secretary-Treasurer.

The affiliated dairy supply men's organization, the Georgia Crackers, held its annual meeting in conjunction with the manufacturers' convention. Stanley Brumley, Creamery Package Manufacturing Company, Atlanta, was elected President; Poe L. Hammons, Robert A. Johnston Company, Decatur, was named Vice President; and J. Roy Langford, Wood-Coleman Dairy Supply, Atlanta, is Secretary-Treasurer.

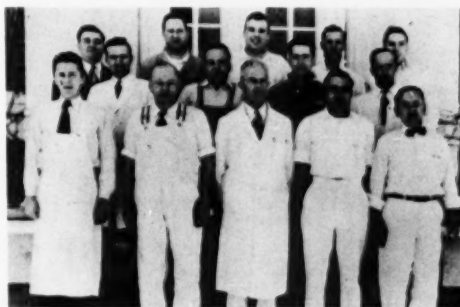
Institute Re-elects Officers

All officers of the Dairy Products Improvement Institute were re-elected at the group's fifth annual meeting, held January 17 in New York City's Hotel Commodore. They are: W. A. Wentworth, Borden Company, New York City, President; J. F. Garber, Penn Dairies, Lancaster, Pennsylvania, Vice President; Robert C. Hibben, International Association of Ice Cream Manufacturers, Washington, D. C., Treasurer; and C. W. Larson, Buffalo, New York, Secretary-Managing Director.

In addition, three Directors were re-elected for three-year terms. They are: Vernon Hovey, General Ice Cream Corporation, Schenectady, New York; T. G. Stitts, H. P. Hood and Sons, Boston; and Allan R. White, Jr., White Brothers Milk Company, North Quincy, Massachusetts.

Massachusetts Short Course Held

The annual University of Massachusetts advanced ice cream short course was held from January 28 to February 1. Award winners included Howard D. Stowe, Bristol County Agricultural School, Segreganset, Massachusetts (Wyandotte Trophy); Norman B. Schmidt, Cream Crock, South Lancaster, Massachusetts (Hubinger Award); and George Pitman,



Granite City Cooperative, Barre, Vermont (Joseph L. McDonald Award). The group which attended is pictured above.

VENDING UNITS SURVEY COMPLETED

The number of ice cream vending machines on location increased by forty-nine per cent in the twelve-month period ended December 31, 1951. Annual figures just released by *Vend*, automatic merchandising magazine, show the number of ice cream venders grew from 8,250 to 12,325 last year.

Because the ice cream vending field is still relatively new, the magazine reported it was unable to compile accurate statistics regarding the volume of sales the ice cream venders make.

Of the potential for ice cream vending, *Vend* said: "Independent operating companies have discovered that ice cream vending, though it calls for special handling, can be worked into a diversified operation profitably. Ice cream makers are convinced vending will help them make plus sales, tap markets they have been unable to reach through any other medium of distribution.

"Ice cream vending's growth during the coming year will be limited only by limitations of production imposed by the Controlled Materials Program."

GEORGIA FIRM SOLD TO BORDEN'S

Harms' Dairy, Savannah, Georgia, has been sold to the Borden Company, it was announced last month. John W. Harms, President of the Georgia concern, will remain as Manager of the Borden plant for one year. Ice cream and cheese will be the principal products of the plant.

STARCH FLASH DRYER IN OPERATION

Starting of operation of what is believed to be the first modern starch flash dryer in the United States was announced last month by Theodore Sander, Jr., President of American Maize-Products Company, Hammond, Indiana.

The new flash dryer, built almost entirely of stainless steel, marks the completion of the first step of a long-range

modernization and expansion program begun in the fall of 1951, Mr. Sander said, and will increase American Maize's starch drying capacity by more than fifty per cent.

At a news conference at the American Maize plant, Mr. Sander said the installation is the first major commercial application of the principle of flash drying to starch, and represents the latest development in starch drying techniques in the corn refining industry.

The dryer (see accompanying photograph), operated continuously round the clock, will have a drying capacity of 300,000 pounds of starch per day, or approximately 90,000,000 pounds per year. At least 2,100,000 bushels of corn, a little over one-seventh of Amaizo's total annual grind, will be needed to supply this one unit on an annual basis.

Although the principle of flash drying is now new, its application to starch is said to be a step in the development of faster, more efficient starch drying equipment. The primary difference between a flash dryer and a conventional dryer is that drying is accomplished almost instantaneously by suspending the material to be dried in a stream of hot air, at the same time subjecting it to mechanical agitation so as to eliminate any tendency of the material to lump. By exposing large surface areas of starch to hot air, evaporation of moisture is intensified and necessity of diffusing moisture to the surface of the substance is eliminated.

FOREMOST TO FORM FOOD COMPANY

Paul E. Reinhold, President of Foremost Dairies, Inc., and Grover D. Turnbow, Oakland, California, President of the International Dairy Supply Company and International Dairy Engineering Company, have announced the consolidation of their companies' activities and businesses.

In addition, Foremost Dairies has acquired the Blue Seal Dairy Products Company of San Joaquin Valley, California; Diamond Dairy, Inc., Oakland, California; and has an option to acquire the Gunn Ice Cream Company, operating in Mississippi, Florida and Alabama. The above companies will become wholly-owned subsidiaries of Foremost.

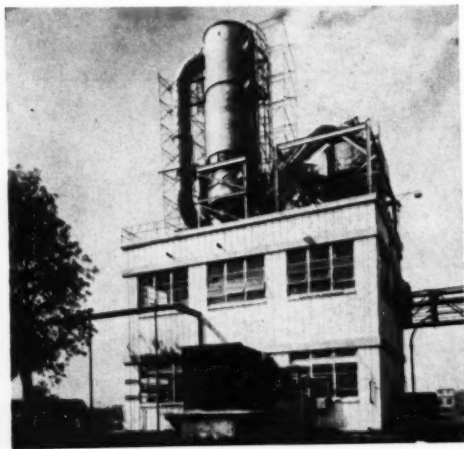
Mr. Reinhold stated that the consolidation comprises the first step in the formation of a new food company, already incorporated, covering the Southeast, Southwest and California, and foreign areas. This company will be known as Foremost Foods, Inc.

CONTAINER CORPORATION'S SALES UP

Walter P. Paepcke, Chairman, reports Container Corporation of America earnings for the year ended December 31, 1951, equaled \$5.91 per common share compared with \$5.87 for the year 1950.

Total earnings for 1951 were \$12,065,997 after all charges including provisions for depreciation and all Federal (including excess profits), state, and local taxes compared with \$12,016,626 in 1950.

Net sales for the year amounted to \$212,562,019 compared with \$154,841,198 for the year before.



THERMACOTE COMPANY MOVES PLANT



The Thermacote Company of Newark, New Jersey, recently moved its Eastern plant into new and larger quarters (see photo, above). This new factory, containing approximately 32,000 square feet, will enable the firm to increase its output and expand the present line of products. The company maintains offices in Chicago and Los Angeles.

QUALITY CHEKD REPORTS SALES GAIN

Ice cream sales of the Quality Chekd Dairy Products Association as a group topped the industry production average per cent gain for 1951 over 1950 by 3.7 per cent, according to Harlie F. Zimmerman, the association's Managing Director. The association's peak month was February when members as a group scored an 8.11 per cent gain over the industry average.

SWEDEN FREEZER EXPANDS FACILITIES

In one year the Sweden Freezer Manufacturing Company of Seattle, Washington, has more than doubled its number of authorized service companies, the firm reports. These companies, distributed throughout the United States, provide trained freezer servicing of Sweden equipment. Recently appointed organizations indicate the extensive coverage that Sweden is developing.

The New England Sales Corporation, twenty years in Providence, Rhode Island, offers a complete shop and a staff of refrigeration engineers. Frank Knoth, President, and H. P. Holdsworth, Secretary-Treasurer, of Knoth and Aiken, Inc., located in New York City, have thirty years' combined experience in the refrigeration and air conditioning field.

Standard Refrigeration Company, Charlotte, North Carolina, gives twenty-four-hour service for commercial emergencies and has a completely equipped shop for repairing and servicing. Carl Phillips Refrigeration Service provides general refrigeration maintenance within a fifty-mile radius of Bourbon, Indiana. This new Sweden service organization was founded in 1937. Ralph E. Jones became interested in refrigeration work while serving in the Navy. He now owns the Commercial Refrigeration Service in Tacoma, Washington, and has added Sweden Speed Freezers to the lines of commercial equipment he services. The Associated Refrigeration Company staff has been servicing refrigeration equipment in Minneapolis since 1941.

ICE CREAM FIELD, March 1952



here's why it pays to specify

KOLD-HOLD

TRUCK REFRIGERATION

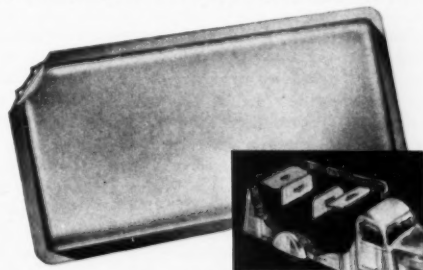
It pays to specify KOLD-HOLD truck refrigeration because you save money when you do. You save, first, because Kold-Hold Refrigeration costs less to use.

Kold-Hold "Hold-Over" Plates maintain predetermined temperatures throughout the longest day's hauls for as little as 10 cents . . . less than the cost of either wet or dry ice. You save too in loading and unloading time. The "Hold-Over" truck plates can be connected into your plant cooling system at the end of the day to make your truck a "cooler room on wheels." Undelivered loads can be left in the truck for the next day's deliveries.

It pays to specify KOLD-HOLD Truck Refrigeration Plates because of their complete dependability. With over one-half million plates in use today, no case of operational failure has ever been reported. They often outlast several truck bodies and are guaranteed for ten years to be free from defects in workmanship and materials.

It pays to specify KOLD-HOLD Truck Refrigeration Plates because they help keep truck bodies clean, sweet, dry and odorless to eliminate losses from spoilage. They take a minimum of space in the truck, permitting longer, more profitable runs because of adequate refrigeration.

It pays to specify KOLD-HOLD Refrigeration Plates.



Write for your copy of the new Kold-Hold Catalog

KOLD-HOLD

protects every step of the way

KOLD-HOLD MANUFACTURING CO.

470 E. Hazel St.,

Lansing 4, Michigan

GOVERNOR HONORS GAIL BORDEN



In recognition of the 150th birthday of one of Texas' foremost pioneers, Governor Allan Shivers has issued an official memorandum honoring Gail Borden for his services as "a Texas leader, a frontier American and businessman of world renown." Governor Shivers presented the document of recognition this week to Borden Company official Bryan Blacklock (left, in the accompanying photo).

Perhaps most familiar to Texans today are Borden's contributions to the food industry and modern dairying and the company he founded. Gail Borden is recognized through the world as the founder of the first practical method of condensing milk.

Mr. Borden also pioneered in pasteurization. He originated Borden "quality control," under which milk purity and quality are checked in a modern laboratory.

ARMEL ACQUIRES MARTHA WASHINGTON

Armel Bros. Ice Cream Company has acquired the plant and business of the Martha Washington Ice Cream Company, 3805 White Plains Avenue, Bronx, New York. Main headquarters of Armel are located in Brooklyn, New York.

LIQUID SPONSORS SERVICE MEETINGS

Liquid Carbonic Corporation, Chicago, has instituted a series of service meetings, the purpose of which is to acquaint ice cream company service men with the installation, operation, and servicing of the firm's new line of soda fountain equipment. C. Merryman, General Service Manager of the company's Soda Fountain Division, has announced that meetings will be held in the following cities:

Dallas, Texas (March 12—Thomas Jefferson Hotel); Houston, Texas (March 14—Rice Hotel); Buffalo, New York (March 29—Alex Miller Company); Rochester, New York (April 1—Cable Wiedemer, Inc.); Syracuse, New York (April 2—Smith Restaurant Supply Company); Albany, New York (April 4—Lewis Equipment Company); New York City (April 7—Universal Soda Fountain Equipment Company); Boston, Massachusetts (April 9—Soda Fountains, Inc.); Philadelphia, Pennsylvania (April 11—J. M. Rolmwood and Company); Baltimore, Maryland (April 14—Liquid Carbonic Corporation); and Richmond, Virginia (April 16—Owens and Minor Drug Company). All meetings will begin at 7:30 P.M.

SEALRIGHT APPOINTS BOTHWELL FIRM

The Sealright Company, Inc., Fulton, N. Y., manufacturers of paper food containers and bottle closures, has appointed W. Earl Bothwell, Inc., New York, to handle all advertising. The '52 campaign will open with full pages in leading magazines, featuring two nation-wide consumer contests for ice cream and milk packaged in Sealright products. Hal S. Gardner is Account Executive.

CORN SYRUP USE REPORTED UP

Use of corn syrup by manufacturers of ice cream, sherbets, and ices increased about thirty-one per cent in 1951 over the previous year, according to statistics of the Corn Industries Research Foundation. The 1951 total was 41,538,615 pounds compared with 31,678,127 pounds in 1950, but it is more than ten times the total consumption in 1941.

EQUIPMENT CLINIC SET FOR MARCH 11

A two-day clinic on the operation and maintenance of Superplate shorttime pasteurizers and Vogt continuous freezers will be sponsored by Cherry-Burrell Corporation's Cleveland sales branch on March 11 and 12. The two all-day sessions will be held in the Mather Room of the Allerton Hotel, 13th and Chestnut. A buffet luncheon will be served at noon.

W. A. Harding, Cleveland Branch Manager, has announced that invitations have been sent out to milk and ice cream plants in the Northern Ohio and Northwestern Pennsylvania territory covered by his branch.

The Superplate and Vogt clinics sponsored by Cherry-Burrell branches in various parts of the country during the past two years have been well attended. Some Cherry-Burrell branches now hold them annually.

KRAFT OPERATES MAINE PLANT

In South Portland, Maine, Kraft Foods Company, through its subsidiary, Phenix Pabst-ett Company, is now operating a plant in the shipyard area where Irish moss is purchased and processed to make stabilizing agents and emulsifiers used in the manufacture of ice cream, chocolate milk, pharmaceutical items and scores of industrial products.

This moss-processing plant has opened a whole new industry in this section of the nation which is serving as a supplement to Maine's \$75,000,000 fishing industry and is providing additional income to many who live along the coast.

N. R. Pellicani, manager of the plant, says, "Kraft selected the South Portland site as the best adapted to processing work and as a location nearest the source of supply. The demand for pulverized gelose extracted from Irish moss is increasing and we are now expanding production capacity fifty per cent."

Kraft's products made from carrageen (Irish moss) are known commercially as Kraystay, Kragelreen, Kraft 17 E. S., Krabyn and Kraft Stabilized Chocolate Flavored Powder.

The company's building at South Portland is a modern structure of steel and glass providing 30,000 feet of processing space with added room for offices and storage. A steel pier reaches out into the sea on which the mowing fishermen can unload their cargoes and where the moss can be dried.

NEW SOUTHERN DAIRIES PLANT DEBUTS

An open house for members of the press to mark the opening of the new Southern Dairies plant at Winston-Salem, North Carolina, was held February 22 at the plant. All phases of activity in the \$2,000,000 building were seen by those attending, including production demonstrations of the equipment used in manufacturing the various dairy products.

KLENZADE SCHEDULES SEMINAR

Klenzade Corporation's sixteenth annual Educational Seminar will be held at the Hotel Elms, Excelsior Springs, Missouri, from March 20 to 22. The meeting this year will be confined to leaders in public health, industry, and educational institutions throughout the middle west. An outstanding program has been arranged and approximately 400 representatives from these fields are expected. More than sixty health authorities, research scientists, and technical workers are expected to participate in the general program and panel discussions.

ADOLESCENTS' FOOD FAVORITES LISTED

The results of *Look Magazine's* cross-country poll of teenagers to determine their snack habits is announced in "What Teenagers Have for Snacks" in the issue released February 12. The top ten snack foods, in the order of their preference, were milk, cookies, sandwiches (mostly meat- and cheese-filled), fruit, bottled drinks, cake, ice cream, potato chips, candy and fruit juice.

MATHIESON SALES AT RECORD HIGH

Sales and net earnings for the Mathieson Chemical Corporation, with main headquarters in Baltimore, Maryland, reached record highs in the year ended December 31, 1951, according to President Thomas S. Nichols.

Sales last year increased by more than twenty per cent over those of 1950. Net earnings amounted to \$9,652,993 in 1951, as compared to \$8,994,014 in 1950.

SURVEY ASCERTAINS COLLEGIATES' VIEWS

Student attitudes toward ice cream were measured in a recent survey conducted by Professor Francis A. Babione of Pennsylvania State College. One hundred and sixty-two

college men and women and sixty-one high school students of both sexes participated in the study.

Only the college group was questioned as to how many times ice cream was consumed during the recent Christmas vacation. Forty-three reported that they had not eaten ice cream a single time at home during that period and fifty-four said they had not eaten any at fountains. About one-third of the group had ice cream at home at least once, and about one-fourth consumed ice cream in some form at least once at fountains, the survey showed.

By far the most frequent type of serving in the home was a plain dish of ice cream. The milk shake was the most popular fountain item.

The survey invited suggestions for improving typical fountain items. In the college group, twenty-eight advised the use of more ice cream in milk shakes, while eleven preferred "thicker" drinks. Sixteen out of sixty-one high school students offered the same suggestions.

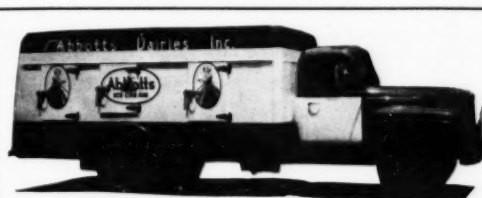
Student attitudes toward soft ice cream were investigated. No clear-cut preference was revealed for either the regular or the soft ice cream. "Good flavor" was the most frequent answer when the students were asked what they like about soft ice cream. When asked what they *don't* like about it, the most frequent response was "messy, because soft." But virtually all participants agreed that they have consumed soft ice cream, and cited such characteristics as "big serving" and "low price" to account for its popularity.

ARROWHEAD SPONSORS QUIZ PROGRAM

Arrowhead Cooperative Creamery Association, Duluth, Minnesota, has been sponsoring a Saturday morning radio quiz program for fifth and sixth grade school children over local station KDAL, with "wonderful" results from the public relations standpoint, according to Arrowhead Manager Charles Stube.

The program is called the KDAL Classroom Carnival, and its format is the result of cooperation between the dairy firm, the radio station, and representatives of the city school system. Questions for the program are submitted by teachers, and pupils have a say in the choice of contestants.

Arrowhead Creamery furnishes the prizes and a minimum of advertising. The programs are well-attended, with many adults included. Ice cream is distributed with the compliments of the dairy organization at the end of each program.



"Since the days of the covered wagon"

BARRY & BAILY CO.

2421 No. 27th St. Phila. 32, Pa.

Pioneers In All-Aluminum Structure

NOTE THIS:

- ALL ALUMINUM CONSTRUCTION
- CUSTOM BUILT TO SPECIFICATION
- BUILT FOR MAXIMUM PAYLOAD
- BEAUTY IN DESIGN

All these features are combined with many more to give you LOW, LOW delivery costs and YEARS of hard, dependable service.

NEED MORE BE SAID?

SUPERSTRUCTURE NAME CONTEST ENDS

Schaefer, Inc., Minneapolis ice cream cabinet manufacturer, last month was deluged with name suggestions for its new Model 4-P plastic superstructure with transparent lid,



designed to make more effective Schaefer's Model 4-CD ice cream cabinet as a "small-spot" merchandising unit. The company offered one of its Pak-A-Way Home Freezers (8 cubic feet model) as a prize to the ice cream manufacturer or his employee who suggested the best name.

The Model 4-P (see accompanying illustration) is fluorescent-lighted, white plastic which forms a setting for two full-color transparent pictures and floods the interior of the cabinet with light. Packages are visible through the transparent plastic lid which has resistance wires to prevent fogging. The lid may be removed from the superstructure for

open-top use during rush periods and the vacant hinge fitting may be used to hold price and flavor strips.

The Model 4-CD ice cream cabinet holds 212 pint packages of ice cream. This new combination also may be used for multiple installations in larger outlets, according to a Schaefer spokesman.

Although the "Name the Super" contest closed at midnight, February 29, the judges have not reached a decision yet. The winning entry will be announced in the next issue of this magazine.

HAWTHORNE-MELLODY SELLS OUT

The Borden Capitol Dairies, Indianapolis, Indiana, last month completed the purchase of the Hawthorne-Mellody Farms Dairy (Bridgman Dairy Company) operation in Indianapolis.

The plant has been closed and all fluid milk processing and distribution will be carried on at Capitol Dairies. Charles Bridgman, former owner and later manager when Hawthorne-Mellody purchased the Bridgman Dairy last year, will act in a sales capacity with Capitol.

SEEKS CHANGE IN NEW JERSEY LAW

The New Jersey Division of Weights and Measures last month announced that it was recommending legislation to require the sale of ice cream by net weight instead of by volume.

A spokesman for the Division said that "ice cream is a tricky substance that can be 'blown up' with air at the whim of the manufacturer. The more air the more profit when it is sold by measurement. The weight method would provide the proper control."

A similar proposal has been made annually for the last twenty years or more, the spokesman noted.

JANUARY ICE CREAM PRODUCTION SOARS

Ice cream production in the United States, estimated at 37,915,000 gallons for January, was eleven per cent larger than the January output last year and was twelve per cent above the 1946-50 average for the month, the Bureau of Agricultural Economics reports.

This January's output of ice cream was exceeded only by the January, 1946 production during more than three decades of records for the month. The seasonal advance between December and January was eighteen per cent, compared with the fourteen per cent gain a year ago and only a four per cent rise in production between these months as an average in the five-year period previous to a year ago.

Sherbet production in the United States, estimated at 990,000 gallons for January, was twelve per cent larger than the January, 1951 output and was double the five-year, 1946-50, average for the month. Between December and January, sherbet output rose fourteen per cent, compared with a seasonal gain of twenty-one per cent a year ago and a five-year average gain between these months of only two per cent.

QUALITY ICE CREAM NEEDS QUALITY LIQUID SUGAR!



Nulomoline® Liquid Sugar

is QUALITY Liquid Sugar . . . produced by exacting standards . . . always uniform . . . backed by 40 years of KNOW-HOW.

Write us for samples.

TANK CARS — TANK WAGONS

Order direct or through your Sugar Broker

THE NULOMOLINE DIVISION

AMERICAN MOLASSES COMPANY

120 Wall Street

BROOKLYN, N. Y.
CHICAGO, ILL.

Plants at

New York 5, N. Y.

LOS ANGELES, CAL.
MONTREAL, CANADA

O. E. ANDERSON RESIGNS

O. E. "Andy" Anderson, Executive Secretary of the Ohio Dairy Products Association for the past six and one-half years, has resigned to take a similar position with the Ohio Bankers Association. He was expected to assume his new post early this month. Announcement as to the new Secretary of the dairy organization will be forthcoming in the near future, a spokesman said.

BURWASH HEADS ILLINOIS SOCIETY

New officers for the Central Illinois Dairy Technology Society were elected at a recent meeting. They are M. B. Burwash, President; Robert Johnson, Vice President; Donald Moore, Treasurer; Dr. Paul Tracy, Secretary; Elmore Kinzer, Corresponding Secretary; and Frank Manwaring, Sgt. At Arms.

At the February 13 meeting of the group, Karl Fowler, National Dairy Products Corporation, discussed "Efficient and Effective Equipment Sanitation." A motion picture illustrated his talk.

FOUNDATION TO AWARD SCHOLARSHIPS

Hans A. Eggers, President of Continental Can Company, recently announced that three scholarships, to be awarded by the Carle C. Conway Scholarship Foundation in 1952, will be for the benefit of daughters of Continental employees. The Foundation, which is named for the former chairman of the board of Continental, who is now chairman of the executive committee and a director of the company, last year made its first awards to three sons of Continental employees.

COLD BODY KEEPS BODY "WARM"

A "test-in-reverse" of Batavia Body Company's insulation occurred this winter during one of Minnesota's b-r-r-ish cold snaps.

Near Moorhead, Minnesota, a heavy snow storm stalled Ray Gillette, driver for Fairmont Foods Company. Unable to progress on foot, he spent the night in the cab of his truck where the heater kept him warm until morning. By then the truck ran out of gas.

With the blizzard still raging, and temperatures way below zero, Mr. Gillette remembered the protective insulation of his Batavia combination milk and ice cream body . . . and it saved his life!

He took refuge in the milk compartment which maintained

NEW! View Merchandiser MIDGET Only \$18.00 Complete!



40 Inches Long—12 Inches High

CHECK THESE FEATURES

- Fluorescent Lighting
- All Steel Construction
- Baked white enamel finish
- Fits all 6 & 8 hole cabinets
- Rich full color transparencies
- Price board under pictures
- Easily attached to cabinets
- Low design stops pilferage

Place your order now for early delivery

Superstructures made to order—2 Demi color pictures, extra Quantity Prices All shipments F. O. B. plant

MIDDLE WEST DISPLAY & SALES CO.
1635 W. MELROSE ST. CHICAGO 13, ILL.

a "warm" thirty degrees. In twenty-four hours the storm abated, and he was finally able to walk the short mile-and-a-half to nearby Alice, North Dakota.

Meanwhile, Batavia Body Company has disproved the myth that you can't sell refrigerators to the frozen northland by completing a refrigerated body for Alaska Dairy Products Corporation, at Anchorage, Alaska.

This Batavia custom-built refrigerated ice cream body was ordered by George D. Jackson, President of Alaska Dairy Products Corporation. The completed unit will leave Batavia, Illinois, for shipment northward this month. The body has a capacity of 365 gallons of ice cream.

Try it NOW!

BESTOV Chocolate Liquor
a choice bean blend produces
its fine flavor
Cracked into Pieces for Easier Handling!

BLUMENTHAL BROTHERS Since 1900

COATINGS • LIQUORS • COCOAS

Margaret & James Sts., Phila. 37, Pa.



**Over 25 Years Experience Preparing
Stabilizers for the Ice Cream Industry**

It is the **QUALITY** of the ingredients that makes a **QUALITY** product. Let us prove that National Stabilizers and Emulsifiers for Ice Cream, Sherbet and Fruit Ice are **QUALITY** ingredients. Write now for samples.

NATIONAL PECTIN PRODUCTS COMPANY
2656 W. CULLERTON CHICAGO 8, ILL.

Classified Advertising

FOR SALE

FOR SALE: Nelson ice cream cabinets, eight-hole double, rubber flip lids, 40 gal. S.S. top, enamel sides, DD-33FLC Universal units. \$258 each F.O.B. N. Y. S. Belasco & Sons, Inc., 191 Chrystie St., New York 2, N. Y. OR 3-2258.

FOR SALE: 1938 Chevrolet 1½ Ton Chassis and 400-gallon Robbins & Burke body with 1 H.P. compressor. This unit was operated summers only until recently and is in good condition. Pittsfield Milk Exchange, 120 Francis Avenue, Pittsfield, Mass.

FOR SALE: Mills Counter Freezer, 2½ gal. capacity. Fair condition. Bargain. Reasonable offer considered. Box 427, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: ¼ ton 3 wheel ice cream retail truck, 36 cu. ft., 125 doz. capacity. BARGAIN. Box 426, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: Bastian Blessing 20 Qt. Counter Freezer with 60 gal. hardening and 20 gal. mix cabinet attached 2 H.P. water cooled compressor with unit. Used one year. F.O.B. Newlin's Ice Cream Bar, 612 E. Main St., Robinson, Ill.

FOR SALE: 22 Ice Cream Vending Boxes size 33½" x 40½" x 58", with approximately 5 cu. ft. of capacity. The units have a Kelvinator unit, ½ H.P. Motor single phase. Used only three months, in good condition. Will fit into a ½ ton panel or pick up truck. Tas-Tee Catering Co. Inc., 7505 Grace Ave., Cleveland 2, Ohio.

FOR SALE: 49 Bicycles for Vending Ice Cream, used only three months, in good condition. Price for the 49 bikes plus a supply of extra wheels and parts, \$5000. Tas-Tee Catering Co. Inc., 7505 Grace Ave., Cleveland 2, Ohio.

FOR SALE: NOVELTY BOXES—Full Telescope or Automatic Bottoms. 6 Standard sizes—Prompt Shipment—Priced right. Write for sizes and prices. PAPER PAK, INC., 567 Michigan Ave., Buffalo 3, N. Y.

FOR SALE: Anderson 106 Power Mold Filler with 3 Flavor attachment \$1175. Bagby 2 Flavor Power Filler \$250. M-D Bar and Sucker Machine, cuts, dips and sticks \$500. Anderson 108 Brick Cutter \$135. ICN Single Stick Holders \$12. Twin Stick Holders \$15 and \$20. Bagby D-4 Power Mold Filler \$825. 6 new 1½ oz. center molds \$20 each. Anderson Ripple Syrup Pump for Continuous Freezer \$325. All reconditioned and guaranteed. PAPER PAK, INC., 567 Michigan Ave., Buffalo 3, N. Y.

FOR SALE: Good selection of Freezers, Homogenizers, Pasteurizers, Coolers, Fillers, Vacuum Pans, Pumps, etc. Write or wire your requirements. Lester Kehoe Machinery Corporation, 1 East 42nd Street, New York 17, N. Y. Telephone—MUrray Hill 2-4616.

FOR SALE: Complete vending business—7 trucks, 3 carts and fully equipped novelty manufacturing plant. Upper New York State. A terrific deal for party who knows vending business. Sales can be tripled. Box 397, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: "York 14" x 11" V.S.A. Ammonia Booster Compressor, V belt drive, force feed oiling system, condition like new. Box #354, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: Four Electro-Freezer model-25 air cooled freezers, excellent condition, used only few months. \$750 each. West Enterprises, 1440 Perry Avenue, Salt Lake City, Utah.

FOR SALE: Two 1950 Chevrolet vending trucks; ten 1938 Chevrolet vending trucks; 3 scooters, used one season; all in good condition; will sell all or part. Box 412, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: 500 gal. ice cream body with 4 ammonia plates, for long wheel base truck, has 2 side doors and rear door. In good condition. Ice cream cans, 2½ gal. with lids. John A. Mistor, 3310 Lockwood, Detroit, Michigan.

HELP WANTED

HELP WANTED: SALES AGENTS AND REPRESENTATIVES—Openings available in several parts of the country to sell a well-known, nationally advertised insulated bag to ice cream manufacturers and retailers. Excellent opportunity for high calibre men to add a large volume, highly profitable line. Prefer men who know the industry and are now selling other non-competitive lines and able to give our product intensive coverage. Write fully, stating experience, lines handled and territory covered. Box 428, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: Manufacturers representatives experienced with ice cream manufacturers and dairies to represent manufacturer of well known and established glass front ice cream cabinets and dairy cases. Manufacturer now selling leading chains and other firms with national distribution. Specify territory and lines now handled. Box 431, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: Experienced milk man. Must know operation of all equipment including Pure-Pak. Good proposition for right man. Location, South-Central Alabama. State age and qualifications. Box 417, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

McGraw
CONCENTRATE EMULSER
"for the finest in ice cream"

McGRAW CHEMICAL COMPANY
831 SOUTH WABASH AVE., CHICAGO 5, ILLINOIS

WORKSMAN CYCLES

The outstanding name in ice cream vending cycles



A complete line. Write for prices

WORKSMAN TRADING CORP.

446 Adelphi St.

Brooklyn 17, N. Y.

Classified Advertising

HELP WANTED

HELP WANTED: SALESMAN—to sell high quality line of roasted pecans to ice cream manufacturers in Northwest Ohio and Michigan. Attractive commission on all orders originating from area. No objection to non-conflicting side lines. Write fully stating experience, other lines, and territory now covered. Box 432, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: ACCOUNTANT—Experience in Dairy Products and tax experience preferred but not necessary. Position which is located in Midwest, carries responsibility. Would like complete background of individual furnished in first reply. All information held strictly confidential. Write Box 430, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: Ice Cream Mold, Cake and Fancy Man. Must be A-1. Full time. Exclusive Co. in Beverly Hills, Calif. Write stating full experience and salary expected. Box 423, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: Sales representative for Eastern U. S. to live in Western Pennsylvania or Eastern Ohio. Selling Dairy Supply and Equipment. Will be gone from home on some week ends. Must have character of highest type. Prefer young man acquainted with the ice cream and milk business and wants to get ahead. Write complete details about yourself in first letter. Absolutely confidential. Our employees know of this ad. Box 429, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

WANTED TO BUY

WANTED TO BUY: New or used ice cream cabinets, freezers, soda fountains. Also other ref. equipment. Box 947, 1474 Broadway, New York.

WANTED TO BUY: Late model ice cream sales trucks, electrically refrigerated. Will buy any quantity for cash if price is right. Skelly's Auto Sales, 7 S. Bethel St., Baltimore 31, Md.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Add 25c per month for use of box number to cover handling. Minimum charge \$1.00.

REPLIES to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 18, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as is the address.

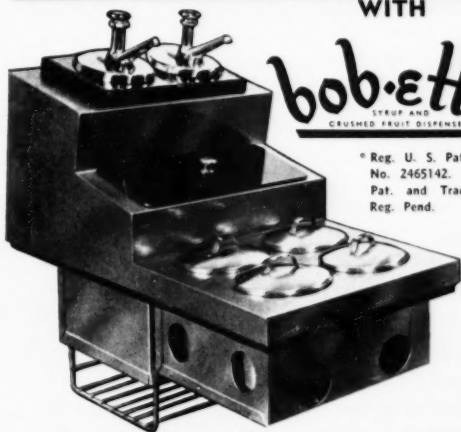
WANTED TO BUY: WE BUY, SELL, repair and exchange Anderson Fillers, Cup Machines, Stick Dispensers, Stick Holders and Molds. PAPER-PAK, INC., 567 Micrigan Ave., Buffalo 3, N. Y.

DOUBLE PROFITS

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STYUP AND
CRUSHED FRUIT DISPENSER

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You can build profits for yourself and your dealers with Bob-ette. Write today for our complete story.

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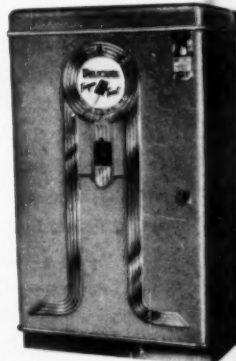
PENNCO, Inc.

"PENNCO IS SERVICE"

201 N. BROAD ST., PHILADELPHIA 7, PA.

ATLAS "Col Snac" VENDOR

FOR ICE CREAM
BARS-ON-STICKS
OR ICE CREAM
SANDWICHES



The ONLY Merchandiser With ALL the Practical Features That Mean Maximum Sales with Minimum Investment

- No Additional Packaging!
- Completely Automatic!
- Extra Big Capacity!
- Slug Rejector and Coin Changer at No Extra Cost!
- Fast, Easy Loading!
- Right Temperature Always!

- Light Where It's Needed!

• **PLUS**— $\frac{1}{4}$ hp G.E. Compressor equipped with service valves for on-the-spot service — easily accessible mechanism — stainless steel contamination-proof liners and working parts — many other exclusive features.

Write Today!

DAIRIES! The ColSnac gives you an opportunity to open up a vast new market that can be easily handled with your present facilities! A profitable outlet for increased volume!

ATLAS TOOL & MFG. CO. 3147 Natural Bridge Blvd., St. Louis 15, Missouri

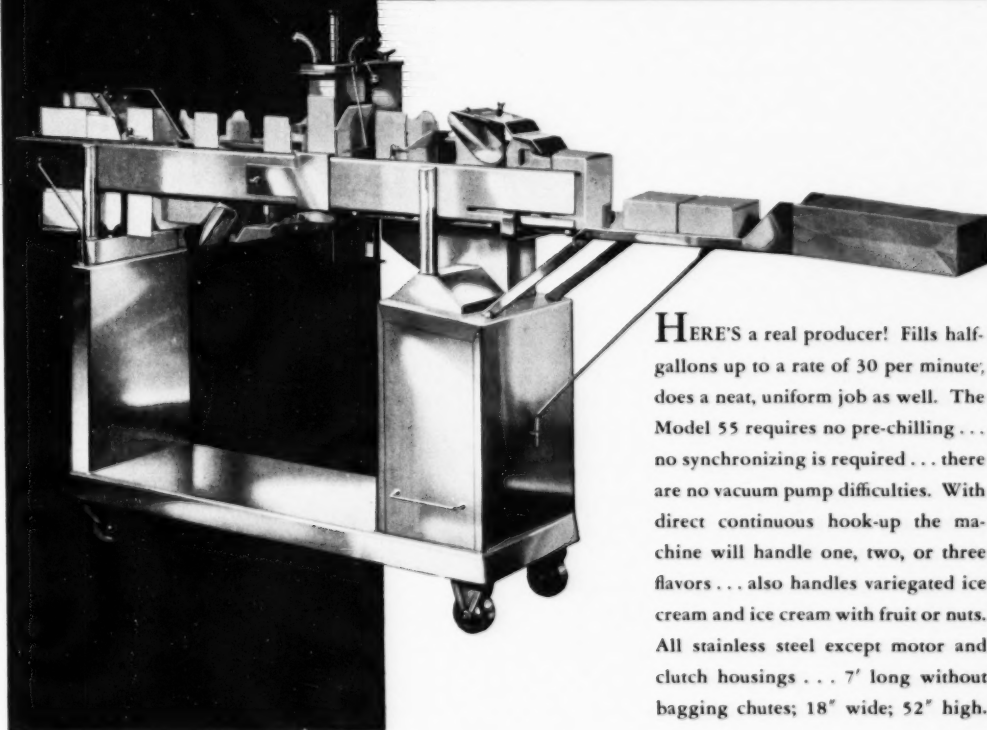
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**FILL
USE**

**"ECONOMY" 1/2 GALLONS
AT A GREATER MARGIN OF PROFIT**

**THE NEW *Anderson* MODEL 55
AUTOMATIC SINGLE LINE
PACKAGING MACHINE FOR
HALF-GALLONS • 1800 UNITS PER HOUR**



HERE'S a real producer! Fills half-gallons up to a rate of 30 per minute; does a neat, uniform job as well. The Model 55 requires no pre-chilling . . . no synchronizing is required . . . there are no vacuum pump difficulties. With direct continuous hook-up the machine will handle one, two, or three flavors . . . also handles variegated ice cream and ice cream with fruit or nuts. All stainless steel except motor and clutch housings . . . 7' long without bagging chutes; 18" wide; 52" high.



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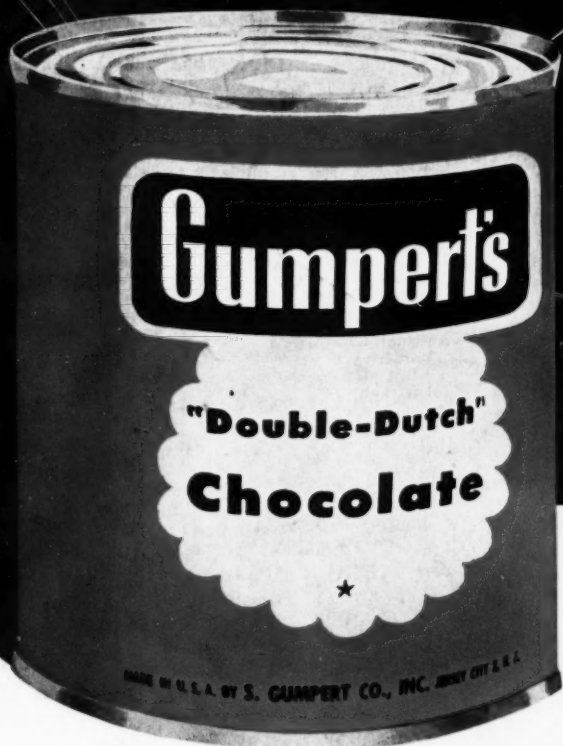
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